

DOCUMENT RESUME

ED 091 777

CS 500 681

AUTHOR Johnson, Rolland C.
TITLE Studies in Mass Communication: A Selected Bibliography, 1972.
INSTITUTION Speech Communication Association, New York, N.Y.
PUB DATE 74
NOTE 26p.; Reprinted from "Bibliographic Annual in Speech Communication, 1973" edited by Patrick Kennicott and published by the Speech Communication Association , pp. 1-24
AVAILABLE FROM Speech Communication Association, Statler Hilton Hotel, New York, New York 10001 (\$2.00)
EDRS PRICE MF-\$0.75 HC-\$1.85 PLUS POSTAGE
DESCRIPTORS *Bibliographies; *Communications; Editorials; Films; Information Dissemination; Journalism; *Mass Media; News Media; Propaganda; Publications; Radio; Television

ABSTRACT

Most of the studies listed in this bibliography were cited and/or published in commonly accepted scholarly journals on mass communications. Entries are divided into three categories: books, articles, and special issues. Each item cited was published during the 1972 calendar year, unless otherwise indicated. A list of journal abbreviations is provided. (JM)

ED 091777

STUDIES IN MASS COMMUNICATION: A SELECTED BIBLIOGRAPHY, 1972

By
ROLLAND C. JOHNSON



Reprinted from
1973 BIBLIOGRAPHIC ANNUAL IN
SPEECH COMMUNICATION

A Publication of the Speech Communication Association

PRICE: \$2.00

CS 500 681

1973

BIBLIOGRAPHIC ANNUAL IN SPEECH COMMUNICATION

PUBLISHED BY
THE SPEECH COMMUNICATION ASSOCIATION

WILLIAM WORK, Executive Secretary
Statler Hilton Hotel, New York City 10001

EDITOR

PATRICK C. KENNICOTT
Associate Executive Secretary for Research
Speech Communication Association

ASSOCIATE EDITORS

JAMES W. CARLSEN
JOHN J. JELICORSE
CAL M. LOGUE
HAROLD MIXON
CHRISTIAN MOE
THOMAS M. STEINFATT

The *Bibliographic Annual in Speech Communication* is published yearly. Correspondence concerning subscriptions should be addressed to the SCA Business Office, Statler Hilton Hotel, New York City 10001. Correspondence concerning manuscripts should be addressed to the Editor. Annual subscription: \$8.00. SCA sustaining members receive the *Annual* without additional charge.

Copyright 1974 by the Speech Communication Association.

Speech Communication
Association

BIBLIOGRAPHIC ANNUAL IN SPEECH COMMUNICATION

VOLUME IV

1973 ANNUAL

STUDIES IN MASS COMMUNICATION: SELECTED BIBLIOGRAPHY, 1972

ROLLAND C. JOHNSON
Indiana University, Bloomington

Research indirectly related to mass communication pervades numerous disciplines—e.g., business (advertising, marketing, management, economics); social and behavioral sciences; and the arts and humanities. A bibliography of all such research would be difficult to obtain and, perhaps, too indiscriminate to be useful to most people interested in studying the mass media. More useful would be a bibliography of books and articles which were cited and/or published in commonly accepted scholarly mass communications journals. This was the approach used in compiling the present bibliography.

A list of journals likely to contain scholarly mass communication articles was selected from the *Standard Periodical Directory*. These journals were searched to discover publications directly related to mass communication. Three different items were found: published articles; book reviews (which provided a source for published books); and annotated bibliographies of articles available in journals which do not regularly carry mass communication research.

The journals which regularly carry mass communication articles were the sources for all articles and the bulk of the books cited in the present bibliography. Other books were cited because of appearance in various monthly compilations of published books, popular press reviews or publisher promotional material. Unless otherwise indicated, each item cited was published during the calendar year, 1972.

There was no attempt to cover unpublished materials, speeches, pamphlets, newspapers, or government publications. Dissertations are covered in another section of the *Annual*.

For those interested in keeping abreast of new mass media books, a common reference source is *Broadcasting Bibliophile's Booknotes: Mass Media Publications Reporting Service*, a monthly compilation (now in its fifth year) available from Christopher H. Sterling, Department of Radio-Television-Film, Temple University, Philadelphia, Pa. 19122.

For those interested in keeping abreast of mass communication articles, each journal which commonly carries such research must be examined. Additionally, some current research and popular press articles are cited in annotated bibliographies in each issue of *Journalism Quarterly*, *Gazette*, and the *Journal of Marketing*.

Obviously, common indices—for example, *Psychological Abstracts* and the *Business Periodicals Index*—are reference sources of other articles concerning the mass media.

Persons interested in earlier research on the mass media might wish to examine some of the following bibliographies:

- Bori, Albert. *Photographic Literatures 1960-1970*. Hastings-on-Hudson, N. Y.: Morgan and Morgan, 1972.
- Blum, Eleanor. *Basic Books in the Mass Media: An Annotated, Selected Booklist Covering General Communications, Book Publishing, Broadcasting, Film, Magazines, Newspapers, Advertising, Indexes and Scholarly and Professional Periodicals*. Urbana: University of Illinois Press, 1972.
- Danielson, Wayne A., and G. C. Wilhoit, Jr. *A Computerized Bibliography of Mass Communication Research*. N.Y.: Magazine Publishers Association, 1967.
- Hansen, Donald A., and J. Herschel Parsons. *Mass Communication: A Research Bibliography*. Santa Barbara, Cal.: Glendessary Press, 1968.
- Lichty, Lawrence W. *World and International Broadcasting: A Bibliography*. Washington, D.C.: APBE, 1971.
- McCoy, Ralph. *Freedom of the Press: An Annotated Bibliography*. Carbondale: Southern Illinois Univ. Press, 1968.
- Price, Warren C., and Calder M. Pickett. *An Annotated Journalism Bibliography, 1958-68*. Minneapolis: University of Minnesota Press, 1970.
- Rafi-Zadeh, Hassan. *International Mass Communications: Computerized Annotated Bibliography*. Carbondale: The Honorary Relation-Zone, Southern Illinois Univ., 1972.
- Schact, J. H. *A Bibliography for the Study of Magazines*. Urbana: Institute of Communications Research, 1972.
- Sparks, Kenneth R. *A Bibliography of Doctoral Dissertations in Television and Radio*. Syracuse: School of Journalism, 1971.

JOURNAL ABBREVIATIONS

AQ*	The Advertising Quarterly	JMR	Journal of Marketing Research
AVCR	AV Communication Review	JM	Journalism Monographs
CJR	Columbia Journalism Review	JQ	Journalism Quarterly
Cinema**	Cinema	JUEA	Journal of the University Film Association
EBU	EBU Review	POQ	The Public Opinion Quarterly
EB	Educational Broadcasting	QJS	Quarterly Journal of Speech
EBR	Educational Broadcasting Review	Screen	Screen: The Journal of the Society for Education in Film and Television
FCBJ	Federal Communications Bar Journal	SM	Speech Monographs
FC	Film Culture	SB	Studies of Broadcasting: An International Annual of Broadcasting Science
FJ	The Film Journal	TVQ	Television Quarterly
FQ	Film Quarterly	VL	Visible Language: The Journal for Research on the Visual Media of Language Expression
G	Gazette: International Journal for Mass Communication Studies	VS	Vital Speeches of the Day
JAR	Journal of Advertising Research		
JB	Journal of Broadcasting		
JC	The Journal of Communication		
JMktg	Journal of Marketing		

*No. 33, Fall, 1972 unavailable for inclusion.

**No. 1, 1972 unavailable for inclusion.

BOOKS

- Accounting manual for broadcasters. Chicago: Institute of Broadcasting Financial Management, Inc.
- Admanav, David W. Campaign financing in America. North Scituate, Mass.: Duxbury Press.
- Albrow, Thomas, Lester Kramer, and Patricia Placy. Communication and affect: a comparative approach. New York: Academic Press.
- Ambler, Effie. Russian journalism and politics, 1861-1881. Detroit: Wayne State University Press.
- Ames, William E. A history of the national intelligencer. Chapel Hill: University of North Carolina Press.
- Anastasio, George. The constitutionalist: notes on the First Amendment. Dallas: SMU Press.
- Andersen, Kenneth E. Introduction to communication theory and practice. Menlo Park, Cal.: Cummings Publishing Co.
- Anobile, Richard J. A flash of Fields: verbal and visual gems from the films of W. C. Fields. New York: Darien House.
- Arnold, Edmund C. Ink on paper 2: a handbook of the graphic arts. New York: Harper and Row.
- Aspinall, Richard. Radio programme production: a manual for training. Paris: UNESCO, 1971.
- Bach, D. Richard, ed. The film buff's bible of motion pictures (1915-1972). Hollywood, Cal.: Hollywood Film Archive.
- Bagdikian, Ben H. The effete conspiracy and other crimes by the press. New York: Harper and Row.
- Baker, W. J. A history of the Marconi Company. New York: St. Martin's Press.
- Bare, Richard L. The film director. New York: Macmillan.
- Barlow, Ron and Bbob Stewart. Horror comics of the 1950's. New York: Nostalgia Press.
- Barrett, Gerald R. and Thomas L. Erskine. From fiction to film: Conrad Aiker's "Silent Snow, Secret Snow." Encino, Cal.: Dickenson Publishing Co.
- Baxter, John. The cinema of John Ford. New York: Barnes.
- Behlmer, Rudy. Memo from David O. Selznick. New York: Viking.
- Behrens, John C. Magazine writer's workbook. Columbus, Ohio: Grid, Inc.
- Belz, Carl. The story of rock. 2nd ed. New York: Oxford University Press.
- Bentley, Eric. Are you now or have you ever been: the investigation of show business by the Un-American Activities Committee, 1947-1958. New York: Harper and Row.
- Bickel, Mary E. George W. Trendle: an authorized biography. Jericho, N.Y.: Exposition Press.
- Billings, Pat and Allen Eyles. Hollywood today. New York: Barnes.
- Black, Peter. The mirror in the corner: People's television. London: Hutchinson & Co.
- Block, Herbert. Herblock's state of the union. New York: Simon and Schuster.
- Blum, A. William and Jason E. Squire, eds. The movie business: American film industry practice. New York: Hastings House.
- Blum, Eleanor, ed. Basic books in the mass media. Urbana: University of Illinois Press.
- Boeckman, Charles. And the beat goes on: a survey of pop music in America. Washington, D.C.: Luce.
- Bogart, Leo. The age of television. Rev. ed. New York: Frederick Ungar.
- . Silent politics: polls and the awareness of public opinion. New York: Wiley Interscience.
- Boni, Albert, ed. Photographic literature: 1960-1970. Hastings-on-Hudson, N.Y.: Morgan and Morgan.
- Boudry, Leo, ed. Focus on shoot the piano player. Englewood Cliffs, N.J.: Prentice-Hall.
- . Jean Renoir: the world of his films. New York: Doubleday.
- Bremmer, John B. HTK: a study in news headlines. Topeka: Palidrome Press.
- BM/E Magazine Editors. Interpreting FCC Broadcast Rules and Regulations: Volume 3. Blue Ridge Summit, Pa.: Tab Books.
- Brown, Roland G. A bookless curriculum. Dayton: Pflaum/Standard.
- Brown, Royal S., ed. Focus on Godard. Englewood Cliffs, N.J.: Prentice-Hall.
- Brown, Steven R. and Donald J. Brenner, eds. Science, psychology and communication: essays honoring William Stephenson. New York: Teacher's College Press.
- Brown, Theodore M. Margaret Bourke-White: photojournalist. Ithaca, N.Y.: Andrew Dickson Museum of Art.
- Browne, Ray R. and David Madden. The popular culture explosion. Dubuque: Wm. C. Brown Co.
- Burack, A. S., ed. The writer's handbook. Boston: The Writer.
- Burke, John Gordon. Print, image and sound: essays on media. Chicago: American Library Association.
- Burke, W. J. and Will D. Howe (revised by Irving and Anne Weiss). American authors and books: 1640 to the present day. New York: Crown.

- Buxton, Edward. Promise them anything: the inside story of the Madison Avenue power struggle. New York: Stein and Day.
- Buxton, Frank and Bill Owen. The big broadcast: 1920-1950. New York: Viking Press.
- Byer, Stephen. Helmer's gonna kill me when he reads this. . . . Chicago: Allen-Bennett.
- Cable television in Detroit: a study in urban communications. Cable TV Study Committee for Common Council, City of Detroit: City Clerk's Office.
- Cable television information. Albany, N.Y.: Bureau of Mass Communications, Office of Cultural Education, New York State Education Department.
- Caldwell, William A. In the record. New Brunswick, N.J.: Rutgers University Press.
- Cantor, Muriel. The Hollywood TV producer: his work and his audience. New York: Basic Books.
- Caring for photograph: display, storage, restoration. Hastings-on-Hudson, N.Y.: Morgan and Morgan.
- Carnes, Thomas F. Content analysis: a technique for systematic inference from communications. Manitoba, Canada: University of Manitoba Press.
- Carson, George Jr. The John Wayne story. New Rochelle, N.Y.: Arlington House.
- Carter, Harley. Dictionary of electronics. Blue Ridge Summit, Pa.: Tab Books.
- Carter, Robert M., ed. Communication in organizations: a guide to information sources; an annotated bibliography and source book. Detroit: Gale Research Co.
- Cavell, Stanley. The world viewed. New York: Viking Press.
- Chavez, David. Processes of mass communication. New York: Bender and Bender, with distribution by McGraw-Hill.
- Chippman, Art. KMTD: The first half century. Medford, Ore.: KMTD.
- Churchill, Hugh B. Film editing handbook: technique of 16mm film editing. Belmont, Cal.: Wadsworth.
- Cine, Marchette. P.E.N. American Center: a history of the first fifty years. New York: P.E.N. American Center.
- Cine, Robert. Don't blame the people. New York: Random House.
- Cine, Rene. Cinema yesterday and today. New York: Dover Publications.
- Coe, Barbara Davis. Advertising practice: analysis and creative exercises. Englewood Cliffs, N.J.: Prentice-Hall.
- Conference on communication policy research: papers and proceedings. Springfield, Va.: National Technical Information Service.
- Corley, Edwin. Acapulco gold. New York: Dodd, Mead.
- Corliss, Richard, ed. The Hollywood screenwriters. New York: Avon Discuss Books.
- Cottrell, John and Fergus Cashin. Richard Burton very close up. Englewood Cliffs, N.J.: Prentice-Hall.
- Coyne, John R., Jr. The impudent snob: Agnew vs. the intellectual establishment. New Rochelle, N.Y.: Arlington House.
- The Credulity Problem. Washington, D.C.: The American Institute for Political Communication.
- The Creel Report: complete report of the chairman of the committee on public information, 1917-1919. New York: Da Capo Press.
- Crisp, C. G. Francois Truffaut. New York: Praeger Publishers.
- Croce, Arlene. The Fred Astaire/Ginger Rogers book. New York: Outerbridge & Lazard.
- Darrocott, Joseph and Belinda Loftus. First World War posters. London: Imperial War Museum.
- and ———. Second World War posters. London: Imperial War Museum.
- Davis, Phil. Photography. Dubuque: Wm. C. Brown.
- Denby, David, ed. Film 70-71. New York: Simon and Schuster.
- Doig, Ivan and Carol Doig. News: a consumer's guide. Englewood Cliffs, N.J.: Prentice-Hall.
- Dreyfuss, Henry. Symbol sourcebook: an authoritative guide to international graphic symbols. New York: McGraw-Hill.
- Duncan, Hugh Dalziel. Symbols in society. New York: Oxford University Press.
- Dunn, Delmer D. Financing presidential campaigns. Washington, D.C.: The Brookings Institution.
- Durnat, Raymond. A mirror for England. New York: Praeger Publishers.
- Eckert, Charles W., ed. Focus on Shakespearean films. Englewood Cliffs, N.J.: Prentice-Hall.
- Ellis, George, Hedda and Lonella. A dual biography of Hedda Hopper and Lonella Payson. New York: Putnam.
- Efton, Edith. How CBS tried to kill a book. Los Angeles: Nash Publishing.
- Eleventh report by the International Telecommunication Union on telecommunication and the peaceful uses of outer space. Geneva: International Telecommunication Union.
- Ellott, Philip. The making of a television series: a case study in the sociology of culture. London: Constable.
- Flying Bruce F. FM atlas and station directory. Milwaukee: WWM Radio. University of Wisconsin-Milwaukee.

- Emery, Edwin. *The press in America: an interpretive history of the mass media*. 3rd ed. Englewood Cliffs, N.J.: Prentice-Hall.
- Emery, Michael C. and Ted Curtis Smythe, eds. *Readings in mass communication: concepts and issues in the mass media*. Dubuque: Wm. C. Brown.
- Engineering Department of National Association of Broadcasters. *Technical papers presented at NAB Engineering Conference: April 9-12, 1972. Blue Ridge Summit, Pa.: Tab Books.*
- Evans, Harold. *Editing and design: a five volume manual of English, typography, and layout*. London: Heinemann.
- . *Newsman's English: a guide to writing lively, lucid, and effective prose*. New York: Holt, Rinehart and Winston.
- Fewing Sam. *You're on the air!* Blue Ridge Summit, Pa.: Tab Books.
- Fadiman, William. *Hollywood now*. New York: Liveright.
- Fair, Irving E. *Television news*. 2nd ed. New York: Hastings House.
- Farber, Stephen. *The movie rating game*. Washington, D.C.: Public Affairs Press.
- Fay, Stephen, Lewis Chester and Magnus Linklater. *Hoax: the inside story of the Howard Hughes-Clifford Irving affair*. New York: Bantam Books.
- Feedback: *a survival primer*. New York: The Network Project, 102 Earl Hall, Columbia University.
- Fenner, Theodore. *Leigh Hunt and opera criticism: the "Examiner" years, 1808-1821*. Lawrence: University of Kansas Press.
- Ferris, Paul. *The house of Northcliffe: a biography of an empire*. New York: World.
- Felding, Raymond. *The American newsteel 1911-1967*. Norman: The University of Oklahoma Press.
- . *The technique of special effects cinematography*. New York: Hastings House.
- Finn, James F., ed. *The great contemporary issues: the mass media and politics*. New York: Arno Press.
- Flower, John. *Moonlight Serenade: a bio-discography of the Glenn Miller civilian band*. New Rochelle, N.Y.: Arlington House.
- The fourth revolution: instructional technology in higher education. A report and recommendations by the Carnegie Commission on Higher Education*. New York: McGraw-Hill.
- Fuchs, Wolfgang. *Comics: anatomy of a mass medium*. Boston: Little, Brown.
- Galanov, Terry. *Tonight!* New York: Doubleday.
- Gambling, John. *Rambling with Gambling*. Englewood Cliffs, N.J.: Prentice-Hall.
- Gassan, Arnold. *A chronology of photography*. Rochester, N.Y.: Light Impressions.
- Giammetti, Louis D. *Understanding movies*. Englewood Cliffs, N.J.: Prentice-Hall.
- Giblin, Thomas R., ed. *Popular media and the teaching of English*. Pacific Palisades, Cal.: Goodyear Publishing Co.
- Gilbert, Robert E. *Television and presidential politics*. North Quincy, Mass.: Christopher Publishing House.
- Gill, Brendan. *Tallulah*. New York: Holt, Rinehart & Winston.
- Global communications in the space age*. New York: Twentieth Century Fund.
- Goodwin, Michael and Greil Marcus. *Double feature? movies and politics*. New York: Oxfordbridge and Lazard.
- Gottesman, Ronald and Harry Geduld, eds. *Guidebook to film: an eleven in one reference*. New York: Holt, Rinehart and Winston.
- Goulart, Ron. *Cheap thrills: an informal history of the pulp magazines*. New Rochelle, New York: Arlington House.
- Goulden, Joseph C. *The super lawyers: the small and powerful world of the great Washington law firms*. New York: Welbright and Talley.
- Green, Timothy. *The universal eye: the world of television*. New York: Stein and Day.
- Grey, David L. *The writing process: a behavioral approach to communicating information and ideas*. Belmont, Cal.: Wadsworth.
- Grever, Stephen A. *Cases in advertising and communications management*. Englewood Cliffs, N.J.: Prentice-Hall.
- Griffith, Richard. *The talkies*. New York: Dover.
- Guiles, Fred. *Marion Davies*. New York: McGraw-Hill.
- Gussow, Don. *Divorce corporate style*. New York: Ballantine.
- Hammel, William M., ed. *The popular arts in America: a reader*. New York: Harcourt Brace Jovanovich.
- Hancock, Alan. *Planning for ETV: a handbook of educational television*. New York: Humanities Press.
- Hardy, Forsyth, ed. *Grierson on documentary*. New York: Praeger Publishers.
- Harmon, Jim and Donald F. Glut. *The great movie serials: their sound and fury*. New York: Doubleday.
- Harris, Paul. *When pirates ruled the waves*. Blue Ridge Summit, Pa.: Tab Books.
- Hart, James, ed. *The man who invented Hollywood: the autobiography of D. W. Griffith*. Louisville: Touchstone Publishing Co.

- Head, Sydney W. *Broadcasting in America: a survey of television and radio*. 2nd ed. Boston: Houghton Mifflin.
- Hentz, Ann C., M. Lawrence Renter, and Elizabeth Conley. *Mass media: a work text in the processes of modern communication*. Chicago: Loyola University Press.
- Henderson, Robert M. D. W. *Griffith: his life and work*. New York: Oxford University Press.
- Higham, Charles. *Hollywood at Sunset*. New York: Saturday Review Press.
- Hoggart, Richard. *On culture and communication*. New York: Oxford University Press.
- Hollander, Gayle Durham. *Soviet political indoctrination: developments in mass media and propaganda since Stalin*. New York: Praeger Publishers.
- Holmgren, Rod and William Norton, eds. *The mass media book*. Englewood Cliffs, N.J.: Prentice-Hall.
- Housman, John. *Run-through: a memoir*. New York: Simon and Schuster.
- Hunt, Todd. *Reviewing for the mass media*. Philadelphia: Chilton.
- Huss, Roy and T. J. Ross, eds. *Focus on the horror film*. Englewood Cliffs, N.J.: Prentice-Hall.
- Innis, Harold A. *Empire and communications*. Toronto: University of Toronto Press.
- Jacobs, Lewis, ed. *The documentary tradition*. New York: Hopkinson and Blake.
- James, Bessie Rowland. *Anne Royall's U.S.A.* New Brunswick, N.J.: Rutgers University Press.
- Jennings, Ralph M. *Guide to understanding broadcast license applications and other FCC forms*. New York: Office of Communications of United Church of Christ.
- . *Television station employment practices: the status of minorities and women*. New York: Office of Communications of United Church of Christ.
- The John and Mary R. Markel Foundation annual report: 1971-72. New York: The John and Mary R. Markel Foundation.
- Johnson, Joseph S. and Kenneth K. Jones. *Modern radio station practices*. Belmont, Cal.: Wadsworth.
- Johnson, Nicholas. *Test pattern for living*. New York: Bantam Books.
- Johnson, Niel M. George Sylvester Viereck: German-American propagandist. Urbana: University of Illinois Press.
- Johnson, William, ed. *Focus on the science fiction film*. Englewood Cliffs, N.J.: Prentice-Hall.
- Jolly, W. P. Marconi. New York: Stein and Day.
- Kahn, Frank J. *Documents of American broadcasting*. 2nd ed. New York: Appleton-Century-Crofts.
- Kanin, Garson. *Tracy and Hepburn*. New York: Bantam Books.
- Kardish, Laurence. *Reel plastic magic: a history of films and film making in America*. Boston: Little, Brown.
- Karr, Kathleen and Tom Shale, eds. *The American film heritage: impressions from the American Film Institute Archives*. Washington, D.C.: Acropolis Books.
- Katz, John Stuart. *Perspectives on the study of film*. Boston: Little, Brown.
- Katzman, Allen, ed. *Our Time: an anthology of interviews from the 'East Village Other'*. New York: Dial.
- Kawin, Bruce F. *Telling it again and again: repetition in literature and film*. Ithaca, N.Y.: Cornell University Press.
- Keogh, James. *President Nixon and the press*. New York: Funk and Wagnalls.
- Kinder, Marsha and Beverly Houston. *Close-up: a critical perspective on film*. New York: Harcourt Brace Jovanovich.
- King Vidor on film making. New York: David McKay.
- Kitman, Marvin. *The Marvin Kitman TV Show*. New York: Outerbridge and Lazard.
- Klavan, Gene. *Turn that damned thing off: an irreverent look at TV's impact on the American scene*. Indianapolis: Bobbs-Merrill.
- Kline, E. Gerald and Phillip J. Tichenor, eds. *Current perspectives in mass communication research*. Beverly Hills, Cal.: Sage Publications.
- Kuecht, Kenneth. *Designing and maintaining the CATV and small TV studio*. Blue Ridge Summit, Pa.: Tab Books.
- Konzelman, Robert G. *Marquee ministry: the movie theatre as church and community forum*. New York: Harper and Row.
- Krieghbaum, Hillier. *Pressures on the press*. New York: Thomas Y. Crowell.
- LaBrie, Henri G., III. *The black press in America: a guide*. 2nd ed. Cornville, Iowa: Mercer House Press.
- LaValley, Albert J. *Focus on Hitchcock*. Englewood Cliffs, N.J.: Prentice-Hall.
- Leamer, Laurence. *The paper revolutionaries: the rise of the underground press*. New York: Simon and Schuster.
- Ledbetter, Theodore, Jr. and Gilbert Mendelson. *The wired city: a handbook on cable television for local officials*. Washington, D.C.: Urban Communications Group, Inc.

- Lent, John. Philippine mass communications before 1811, after 1966. Manila: Philippine Press Institute.
- Leprohon, Pierre. The Italian cinema. New York: Praeger Publishers.
- Lerbringer, Otto. Designs for persuasive communication. Englewood Cliffs, N.J.: Prentice-Hall.
- LeRoy, David J. and Christopher H. Sterling, eds. Mass news: practices, controversies and alternatives. Englewood Cliffs, N.J.: Prentice-Hall, 1973.
- Levin, C. Roy. Documentary explorations: 15 interviews with film makers. New York: Doubleday.
- Lewis, Jerry. The total film maker. New York: Random House.
- Leyda, Jay. *Dianying: an account of films and the film audience in China*. Cambridge: MIT Press.
- Lloyd, Harold. An American comedy. New York: Dover.
- Lowman, Charles E. Magnetic recording. New York: McGraw-Hill.
- Luskin, John. Lippmann, liberty and the press. University: University of Alabama Press.
- Maddox, Brenda. Beyond Babel: new directions in communications. New York: Simon and Schuster.
- Mandelbaum, Seymour J. Community and communications. New York: Norton.
- Mankovsky, V. S. Acoustics of studios and auditoria. New York: Hastings House.
- Manvell, Roger. Shakespeare and the film. New York: Praeger Publishers.
- , and Heinrich Fraenkel. The German cinema. New York: Praeger Publishers.
- , and Lewis Jacobs eds. The international encyclopedia of film. New York: Crown.
- Mapp, Edward. Blacks in American films: today and yesterday. Metuchen, N.J.: Scarecrow Press.
- Markel, Lester. What you don't know can hurt you: a study of public opinion and public emotion. Washington, D.C.: Public Affairs Press.
- Martin, James. Introduction to teleprocessing. Englewood Cliffs, N.J.: Prentice-Hall.
- Martin, Marcel. France: an illustrated guide to 400 key figures in the French cinema. New York: Barnes.
- Matthews, Herbert L. A world in revolution, a newspaperman's memoir. New York: Charles Scribner's Sons.
- Mayer, David. Sergie M. Eisenstein's 'Potemkin': a shot-by-shot presentation. New York: Grossman Publishers.
- Mayer, Martin. About television. New York: Harper and Row.
- Meany, Anthony B., Sr. Radio-TV hypnosis: mass killers of jobs and gross national product. Brooklyn: Pageant Poseiden Ltd.
- Mebane, John. Collecting nostalgia. New Rochelle, N.Y.: Arlington House.
- Mekas, Jonas. Move journal: the rise of a new American cinema, 1959-1971. New York: Macmillan.
- Merritt, Richard L., ed. Communication in international politics. Urbana: University of Illinois Press.
- MGM Library of Film Scripts. Ninotchaka, North by Northwest, Adam's Rib, A Night at the Opera, A Day at the Races, Singin' in the Rain. New York: Viking Press.
- Michael, Paul. The Academy Awards: a pictorial history. 3rd ed. New York: Crown.
- The Michigan Speech Association. Radio, television and film in the secondary school. Skokie, Ill.: National Textbook Co.
- Mickelson, Sig. The electric mirror: politics in an age of television. New York: Dodd, Mead, & Co.
- Milam, Lorenzo. Sex in broadcasting: a handbook on starting community radio stations. Los Gatos, Cal.: Dildo Press.
- Miller, Tony and Patricia George Miller. Cut! Print! The language and structure of filmmaking. Los Angeles: O'Hara Publications.
- Millerson, Gerald. The technique of lighting for television and motion pictures. New York: Hastings House.
- Mishra, Vishwa Mohan. Communication and modernization in urban slums. New York: Asia Publishing House.
- Morella, Joe, Edward Z. Epstein and Eleanor Clark. Those great movie ads. New Rochelle, N.Y.: Arlington House.
- Morgan, Al. The whole world is watching. New York: Stein and Day.
- Mortensen, C. David. Communication: the study of human interaction. New York: McGraw-Hill.
- Munsterberg, Hugo. The film: a psychological study. New York: Dover.
- Murray, George. The press and the public: the story of the British Press Council. Carbondale: Southern Illinois University Press.
- McBride, Joseph, ed. Focus on Howard Hawks. Englewood Cliffs, N.J.: Prentice-Hall.
- McGarry, K. J. Mass communications selected readings for librarians. Hamden, Conn.: Linnet Books.
- McGiffert, Robert C. The art of editing the news. Philadelphia: Chilton.

- McKim, Robert H. Experiences in visual thinking. Monterey, Cal.: Brooks/Cole.
- McKown, Clark and William Sparks. It's only a movie. Englewood Cliffs, N.J.: Prentice-Hall.
- McCampbell, Donald. Don't step on it, it might be a writer. Reminiscences of a literary agent. Los Angeles: Sherbourne Press.
- MacDonnell, Kevin. Eadweard Muybridge: the man who invented the moving picture. Boston: Little, Brown.
- MacDougall, A. Kent, ed. The press: a critical look from the inside. Princeton, N.J.: Dow Jones Books.
- Nathoni, Jean and Tom Milne, eds. Godard on Godard: critical writings by Jean-Luc Godard. New York: Viking Press.
- The New York State Special Commission on Africa. Africa. New York: Bantam Books.
- Newhall, Beaumont. The history of photography from 1839 to the present day. New York: Museum of Modern Art.
- Nemi, John A. Mass media and adult education. Englewood Cliffs, N.J.: Educational Technology Publications.
- Nisen, Vladimir. The cinema as a graphic art. New York: Hill and Wang.
- Niven, Harold. Broadcast education: thirteenth report: radio-television programs in American colleges and universities 1971-1972. Washington, D.C.: National Association of Broadcasters.
- Olson, Harry F. Modern sound reproduction. New York: Van Nostrand Reinhold Co.
- Orrinel, Robert S. Audio control handbook: for radio and television broadcasting. 4th ed. New York: Hastings House.
- Oswald, Ida and Susanne Wilson. This bag is not a toy: a handbook for the use of video-recording in education for the professions. New York: Council on Social Work Education.
- Palshaw, John L. Practical methods of measuring advertising effectiveness. London: Industrial and Commercial Techniques.
- Parish, James Robert. The paramount pretties. New Rochelle, N.Y.: Arlington House.
- Polkady, Robert L., Jeffery M. Berry, William G. Frasure, and Jerry Goldman. To enact a law: congress and campaign financing. New York: Praeger Publishers.
- Pomber, Don R. Privacy and the press: the law, the mass media and the First Amendment. Seattle: University of Washington Press.
- Porkin, Thelma L. Book and non-book media: annotated guide to selection aids for educational materials. Urbana, Ill.: National Council of Teachers of English.
- Perkins, V. F. Film as film: understanding and judging movies. Baltimore: Penguin Books.
- Phillips, Mary Alice Mayer. CATV: A history of community antenna television. Evanston, Ill.: Northwestern University Press.
- Poole, R. L. and G. R. M. Garratt. The origins of maritime radio: the story of the introduction of wireless telegraphy in the Royal Navy between 1896 and 1900. London: Her Majesty's Stationery Office.
- Powledge, Fred. Public television: a question of survival (A report of the American Civil Liberties Union). Washington, D.C.: Public Affairs Press.
- Prattley, Gerald. The cinema of Otto Preminger. New York: Barnes.
- Prentiss, Stan. Basic color television course. Blue Ridge Summit, Pa.: Tab Books.
- Press freedoms under pressure: report of the Twentieth Century Fund Task Force on the government and the press. New York: Twentieth Century Fund.
- Price, Monroe E. and John Wicklein. Cable television, a guide for citizen action. Philadelphia: Pilgrim Press.
- Problems of journalism: Proceedings of the American Society of Newspaper Editors 1972. Salt Lake City: American Society of Newspaper Editors.
- Quick, John and Herbert Wolff. Small studio video tape production. Reading, Mass.: Addison-Wesley.
- Rafi-Zadeh, Hassan. International mass communications: computerized annotated bibliography. Carbondale: The Honorary Relation Zone.
- Rao, N. Bhaskara. Controlled mass communication in inter-state relations: Indo-Pak conflict. New Delhi: S. Chand and Co., Ltd.
- Read, Hadley. Communication: methods for all media. Urbana: University of Illinois Press.
- Rehauer, George. Cinema booklist. Metuchen, N.J.: Scarecrow Press.
- Reilly, Adam. Current film periodicals in English. New York: Educational Film Library Association.
- Rhymer, Mary Frances, ed. The small house halfway up in the next block. New York: McGraw-Hill.
- Richie, Donald S., ed. Focus on Rashomon. Englewood Cliffs, N.J.: Prentice-Hall.
- Ritter, Jess and Grover Lewis, ed. Focus/Media. San Francisco: Chandler.
- Rivers, William J. Free-lance and staff writer: writing magazine articles. Belmont, Cal.: Wadsworth.
- , William B. Blankenberg, Kenneth Stark and Earl Reeves. Backtalk: press councils in America. San Francisco: Canfield Press.

- Roden, Martin S. *Introduction to communication theory*. New York: Pergamon Press.
- Roll, Charles W. Jr., and Albert H. Cantrell. *Polls: their use and misuse in politics*. New York: Basic Books.
- Rosson, Robert. Three screenplays: "All the King's Men," "The Hustler," and "Lilith." New York: Doubleday.
- Routt, Ed. *The business of radio broadcasting*. Blue Ridge Summit, Pa.: Tab Books.
- Sackman, Harold and Barry W. Boehm, eds. *Planning Community Information Utilities*. Montvale, N.J.: AHPSS Press.
- Sadoul, George. (ed. and translated by Peter Morris). *Dictionary of films*. Berkeley: University of California Press.
- Samovar, Larry and Richard E. Porter, eds. *Intercultural communication: a reader*. Belmont, Cal.: Wadsworth.
- Sandman, Peter M., David M. Rubin and David B. Sachman. *Media: an introductory analysis of American mass communication*. Englewood Cliffs, N.J.: Prentice-Hall.
- , ———, and ———, eds. *Media casebook: an introductory reader in American mass communications*. Englewood Cliffs, N.J.: Prentice-Hall.
- Sanford, Herb. *Tommy and Jimmy: the Dorsey years*. New Rochelle, N.Y.: Arlington House.
- Schacht, J. H. *A bibliography for the study of magazines*. Urbana, Ill.: Institute of Communications Research.
- Schickel, Richard. *Second sight: notes on some movies 1965-1970*. New York: Simon and Schuster.
- Schmalensee, R. *The economics of advertising*. Amsterdam: North-Holland.
- Schramm, Wilbur, ed. *Quality in instructional television*. Honolulu: The University Press of Hawaii.
- , and Lyle Nelson. *The financing of public television*. Palo Alto, Cal.: Communications and Society.
- , and Donald F. Roberts, eds. *The process and effects of mass communication*. Urbana: University of Illinois Press.
- Schuneman, R. Smith, ed. *Photographic communication: principles, problems and challenges of photojournalism*. New York: Hastings House.
- Seiden, Martin H. *Cable television USA: an analysis of government policy*. New York: Praeger Publishers.
- Segel, Kalman, ed. *Talking back to the New York Times: letters to the editor, 1851-1971*. New York: Quadrangle Books.
- The selling of cable television 1972. Washington, D.C.: National Cable Television Association.
- Shafer, Jon. *A cable TV guide for educators: uses and provisions*. St. Paul: Educational Research and Development Council of the Twin Cities Metropolitan Area.
- Shen, James C. Y. *The law and mass media in Hong Kong*. Hong Kong: Chinese University of Hong Kong.
- Shiers, George. *Bibliography of the history of electronics*. Metuchen, N.J.: Scarecrow Press.
- Shipman, David. *The great movie stars: the international years*. New York: St. Martin's Press.
- Siffer, Robert C. *Guide to professional radio and TV newscasting*. Blue Ridge Summit, Pa.: Tab Books.
- Singer, Benjamin D., ed. *Communications in Canadian society*. Toronto: Copp Clark Publishing.
- Slade, Mark. *Language of change: moving images of man*. Toronto: Holt, Rinehart & Winston of Canada Ltd., 1970.
- Smith, John M. *Jean Vigo*. New York: Praeger Publishers.
- , and Tim Cawkwell, eds. *The world encyclopedia of the film*. New York: World.
- Smith, Ralph Lee. *The wired nation: the electronic communications highway*. New York: Harper Colophon Books.
- Solomon, Stanley J. *The film idea*. New York: Harcourt Brace Jovanovich.
- Spahn, Theodore Jurgen, Janet M. Spahn and Robert H. Muller. *From radical left to extreme right: volume II*. 2nd ed. Metuchen, N.J.: The Scarecrow Press.
- Starr, Cecile. *Discovering the movies: an illustrated introduction to the motion picture*. New York: Van Nostrand Reinhold.
- Statistical trends in broadcasting. New York: John Blair & Co.
- Stedman, Raymond William. *The serials: suspense and drama by installment*. Norman: University of Oklahoma Press.
- Stein, M. L. *Blacks in Communications*. New York: Julian Messner.
- Stein, Robert. *Media power: who is shaping your picture of the world?* Boston: Houghton Mifflin.
- Steinberg, Charles S., ed. *Mass media communication*. Revised Edition. New York: Hastings House.
- Steinbrunner, Chris and Burt Goldblatt. *Cinema of the Fantastic*. New York: Saturday Review Press.

- Steinby, Torsten. In quest of freedom: Finland's press 1771-1971. Helsinki: Government Printing Office.
- Stevens, Paul. I can sell you anything: how I made your favorite TV commercial with minimum truth and maximum consequences. New York: Peter Wydeb.
- Strasser, Alex. The work of the science film maker. New York: Hastings House.
- Strunk, William, Jr. and E. B. White. The elements of style. 2nd ed. New York: Macmillan.
- Swanberg, W. A. Luce and his empire. New York: Charles Scribner's Sons.
- Simons, Julian. Mortal consequences: a history — from the detective story to the crime novel. New York: Harper and Row.
- Tate, Charles, ed. Cable television in the cities: community control, public access, and minority ownerships. Washington, D.C.: The Urban Institute. 1971.
- Taubman, Joseph. Performing arts management and law. New York: Law-Arts Publishers, Inc.
- Thomas, Lawrence B. The MGM years: the golden age of movie musicals. New Rochelle, N.Y.: Columbia House.
- Thomas, Tony. Ustinov in focus. New York: Barnes.
- Thornbrough, Emma Lou. T. Thomas Fortune: militant journalist. Chicago: University of Chicago Press.
- Tillman, Rollie and C. A. Kirkpatrick. Promotion: persuasive communication in marketing. Revised Edition. Homewood, Ill.: Richard D. Irwin.
- Tilton, Edward P. and Douglas Blakeslee. The radio amateur's V.H.F. manual. Conn.: The American Radio Relay League, Inc.
- Travel photography. Hastings-on-Hudson, N.Y.: Morgan and Morgan.
- Trent, Paul and Richard Lawton. The image makers: sixty years of Hollywood glamour. New York: McGraw-Hill.
- Tyler, Parker. Screening the sexes: homosexuality in the movies. New York: Holt, Rinehart and Winston.
- . The shadow of an airplane climbs the Empire State Building: a world theory of film. New York: Doubleday.
- Tyrell, Robert. The work of the television journalist. New York: Hastings House.
- Underwood, Peter. Karloff the life of Boris Karloff. New York: Drake.
- Vale, Eugene. The technique of screenplay writing: an analysis of the dramatic structure of motion pictures. Revised Edition. New York: Grosset & Dunlap.
- Vaughn, Robert. Only victims: a study of show business blacklisting. New York: G. P. Putnam's Sons.
- Videocassette industry guide. North Hollywood, Cal.: Videocassette Industry Information Service.
- Voelker, Francis and Ludmilia, eds. Mass media: forces in our society. New York: Harcourt Brace Jovanovich.
- Waniewicz, Ignacy. Broadcasting for adult education: a guidebook to worldwide experience. Paris: UNESCO.
- Weil, Dorothy L., ed. The American Film Institute's guide to college film courses 1971-72. Chicago: American Library Association.
- Wernberg, Herman G., comp. The complete greed of Erich Von Stroheim. New York: Arno Press.
- Wells, Alan, ed. Mass media and society. Palo Alto, Cal.: National Press.
- . Picture-tube imperialism? The impact of U.S. television in Latin America. New York: Orbis Books.
- Westley, Bruce H. News editing. 2nd ed. Boston: Houghton Mifflin.
- Whale, John. Journalism and government: a British view. Columbia, S.C.: University of South Carolina Press.
- White, David Manning, and Richard Averson. The celluloid weapon: social comment in the American film. Boston: Beacon Press.
- Whyte, Alistair. New cinema in Eastern Europe. New York: Dutton.
- Wilder, Alec. American popular song: the great innovators, 1900-1950. New York: Oxford University Press.
- Wilhelmsen, Frederick D. and Jane Bret. Telepolitics: the politics of neuronic man. Plattsburgh, New York: Tundra Books of Northern New York.
- , and ———. The war in man: media and machines. Athens: University of Georgia Press.
- Wilkinson, Cecil E. Educational media and you. Toronto: Educational Materials and Services, Ltd.
- Will, George F., ed. Press, politics and popular government. Washington, D.C.: American Enterprise Institute for Public Policy Research.
- Willis, Donald C. Horror and science fiction films: a checklist. Metuchen, N.J.: Scarecrow Press.
- Willis, John. Screen world: 1972. New York: Crown Publishers.
- Wirkus, Tom E. and Harold P. Erickson. Communication and the technical man. Englewood Cliffs, N.J.: Prentice-Hall.
- Wolf, Frank. Television programming for news

- and public affairs: a quantitative analysis of networks and stations. New York: Praeger Publishers.
- Wollen, Peter. Signs and meaning in the cinema. Bloomington, Ind.: Indiana University Press.
- Wood, Robin. The APU trilogy. New York: Praeger Publishers.
- Young, Freddie and Paul Petzold. The work of the motion picture cameraman. New York: Hastings House.
- Young, Vernon. On film: unpopular essays on a popular art. Chicago: Quadrangle Books.

ARTICLES

- Ace, Goodman. Of glamour, grammar and good times gone. TVQ 10 (Fall), 35-9.
- Adams, Anthony A. Broadcaster's attitudes toward public responsibility: an Ohio case study. JB 16 (Fall), 407-29.
- Alley, Jacques R. The phonographic industry deprived of its performing right in Canada. EBU 23 (March), 46-50.
- Al-Maniev, Adnan. Government control of the press in the United Arab Republic, 1952-70. JQ 19 (Summer), 340-8.
- . Governments' resistance to the freeflow of international communication. JC 22 (March), 77-88.
- Ames, William E. Federal patronage and the Washington D.C. Press. JQ 49 (Spring), 22-30.
- Anderson, Charles M. In search of a visual rhetoric for instructional television. AVCR 20 (Spring), 12-63.
- Anderson, David and Jonathan Winer. Corrective advertising: the FTC's new formula for effective relief. Texas Law Review, 50 (January), 312-33.
- Anderson, Fenwick, Parker as 'The Commoner' depicted him. JQ 49 (Summer), 296-305.
- Anderson, James A. The alliance of broadcast stations and newspapers: the problem of information control. JB 1 (Winter), 51-61.
- Anderson, Robert. Electronics: The global future. VS 39 (October 15), 7-10.
- Arrendell, Charles. Predicting the completeness of newspaper election coverage. JQ 49 (Summer), 290-5.
- Atkin, Charles K. Anticipated communication and mass media information seeking. POQ 36 (Summer), 188-99.
- , John P. Murray and Oguz B. Nayman. The Surgeon General's research program on television and social behavior: a review of empirical findings. JB 16 (Winter), 21-55.
- Atkins, Pat. Press coverage of regionalism. JQ 49 (Summer), 368-70.
- Atwood, L. Erwin and Kenneth Starck. Effects of community press councils: real and imagined. JQ 49 (Summer), 230-8.
- Austern, H. Thomas. What is 'unfair advertising'? Business Lawyer 27 (April), 883-90.
- Ayers, Jerry B. and David A. Payne. Evaluation of a state-wide educational television network. EB 5 (January-February), 15-17, 26.
- , ———, and Peter J. Rowe. Another, but brief, look at the ETV audience. EB 5 (November-December), 19-21.
- Bagdikian, Ben H. The politics of American newspapers. CJR 10 (March-April), 8-13.
- Bailey, George A. and Lawrence W. Lichty. Rough justice on a Saigon street: a gatekeeper study of NBC's Tet Execution Film. JQ 49 (Summer), 221-9, 238.
- Bakony, Ed. Film Study at Sir George Williams University. JUF 24, 56-8.
- Barr, Charles. 'Straw Dogs,' 'A Clockwork Orange' and the critics. Screen 13 (Summer), 17-31.
- Barrus, George S. Difference between superior and low-rated Utah papers. JQ 49 (Autumn), 591-2.
- Barshop, Aldin. Broward County ITV: a dynamic educational medium in southern Florida. EB 5 (November-December), 33-5.
- Baschart, John R. and Robert N. Bostrum. Credibility of source and self in attitude change. JQ 49 (Winter), 742-5.
- Bateman, J. Carol. The professional reader. Public Relations J (May), 38.
- Beavers, Robert. Notes filmed for 'from the notebook of . . . ' FC No. 53.54-55 (Spring), 97-100.
- Becker, Lawrence. Sex in the cinema: moral value and the aesthetic of film. FJ 2, 24-7.
- Beckwith, Neil E. Multivariate analysis of sales responses of competing brands to advertising. JMR 9 (May), 168-74.
- Belton, John. LeBoucher: The limited universe. Cinema 7 (Spring), 46-50.
- Bedno, Ed. A program for developing visual symbols. VL 6 (Autumn), 355-63.
- Benjamin, Walter. A short history of photography. Screen 13 (Spring), 5-26.
- Bennett, Sandra W. Ascertainment of community needs: where is public broadcasting? EBR 6 (February), 20-5.
- Bensman, Marvin S. and James M. Farrell. Broadcasting-film academic budgets: 1971-72. JB 16 (Summer), 321-30.

- Berg, David M. Rhetoric, reality and mass media. *QJS* 58 (October), 255-63.
- Berget, M. Marvin. Do courts communicate? *Judicature*, 55 (April), 318-23.
- Bergsma, Frans. Printed media or picked messages: an exploration of media exposure, information selection and social participation. *G* 18:3, 129-48.
- Besiroglu, Akin. A new amendment to broadcasting legislation in Turkey. *EBU* 23 (July), 51-2.
- Bishop, Robert L. The rush to chain ownership. *CJR* 11 (November-December), 10-19.
- Bithier, Stewart W. Effects of distraction and commitment on the persuasiveness of television advertising. *JMR* 9 (February), 1-4.
- Black, Peter. TV 70: should we open the box? *AQ* 34 (Winter), 23-6.
- Blanchard, Robert O. Present at the creation: the media and the Moss Committee. *JQ* 49 (Summer), 271-9.
- Black, Carl E. White backlash to Negro ads: fact or fantasy? *JQ* 49 (Summer), 258-62.
- Bloom, Derek. The practical use of computers in marketing. *AQ* 32 (Summer), 29-41.
- Blumenberg, Richard M. Financing and distributing the private production feature film. *JUFA* 21:1, 2, 35-8.
- Blumenfeld, Warren. A serendipitous study of apparent impact of institutional advertising upon consumer awareness of the advertiser. *Proceedings of the Annual Convention of the American Psychological Association*, 7:2, 739-49.
- Bogart, Leo. Negro and white media exposure: new evidence. *JQ* 49 (Spring), 15-21.
- . Warning: the Surgeon General has determined that TV violence is moderately dangerous to your child's mental health. *POQ* 36 (Winter), 491-521.
- Bohn, Thomas W. and Robert K. Clark. Small market media managers: a profile. *JB* 16 (Spring), 205-15.
- Bond, M. A. Radio drama—broadcast and published: a comparison between United Kingdom and Western German experience from 1945-1965. *G* 18:3, 149-65.
- Bowers, Thomas A. Issue and personality information in newspaper political advertising. *JQ* 4 (Autumn), 446-52.
- Bradenfeld, Frederick, Jr. Civil service: the hidden boss. *EBR* 6 (December), 416-22.
- Bitt, Stewart H. An experiment on the perception of signs. *International Journal of Symbolology* 3 (March), 9-15.
- , Stephen C. Adams and Allan S. Miller. How many advertising exposures per day? *JAR* 12 (December), 3-9.
- Brooks, Louise. On location with Billy Wellman. *FC* 53:54-55 (Spring), 143-61.
- Brown, Heywood Hale. 'Coming to you tonight, live'. *TVQ* 10 (Fall), 22-7.
- Browne, Don R. WINB: a private voice of America. *JB* 16 (Spring), 147-57.
- Brozen, Yale. Advertising, the consumer and inflation. *VS* 38 (April), 356-60.
- . An ivory tower view of advertising. *AQ* 34 (Winter), 44-22.
- . The FTC and 'trial by publicity'. *AQ* 31 (Spring), 25-32.
- Bruckner, D. J. R. 'High noon' in Chicago. *CJR* 10 (January-February), 23-33.
- . 'High noon' in Chicago. *CJR* 10 (January-February), 23-33.
- Brundage, Gloria Swegman. Rationale for the application of the Fairness Doctrine in broadcast news. *JQ* 49 (Autumn), 531-7.
- Buchstein, Frederick D. The role of the news media in the 'death of God' controversy. *JQ* 49 (Spring), 79-85.
- Burke, John E. The Public Broadcasting Act of 1967—Part I: historical origins and the Carnegie Commission. *EBR* 6 (April), 105-19.
- . The Public Broadcasting Act of 1967—Part II: the Carnegie Commission report, development of legislation, and the Second National Conference on long-range financing. *EBR* 6 (June), 178-92.
- . The Public Broadcasting Act of 1967—Part III: congressional action and final passage. *EBR* 6 (August), 251-66.
- Burke, Ronald K. 'The impartial citizen' of Samuel Ringgold Ward. *JQ* 49 (Winter), 759-60.
- Butler, Lucius and Robert L. Jiske. Classification and coding systems for media resources. *AVCR* 20 (Fall), 296-306.
- Buzzell, Robert D. The role of advertising in the marketing mix. *AQ* 31 (Spring), 11-16.
- Camper, Fred. Sexual mediation #1: 'Motel,' a film by Stan Brakage. *FC* 53:54-55 (Spring), 101-4.
- Carden, John. Reality and television: an interview with Dr. Edmund Carpenter. *TVQ* 10 (Fall), 42-6.
- Carlson, Robert A. Public television: retrospect and prospect. *EB* 5 (January-February), 13-1, 24.
- Carme, C. Bryan. Telecommunications: its impact on business. *Harvard Business Review* (July-August), 125-32.
- Case, Kenneth E. and James F. Shamblin. The effect of advertising carry-over. *JAR* 12 (June), 37-40.

- Carter, Douglass. The politics of public TV. *CJR* 11 (July-August), 8-15.
- Casert, C. Edward. What is validation? *EB* 7 (July-August), 17-18, 31-2.
- Chakroun, Abdallah. Maghrebvision: aims and present state of television cooperation between Tunisia, Algeria and Morocco. *EBU* 23 (November), 39-42.
- Chiappetta, Robert. The meaning is not the message. *FQ* 15 (Summer), 10-18.
- Chick, Leslie, III. An analysis of proposals to deregulate commercial radio broadcasting. *ECB* 15:1, 152.
- Chu, James C. Y. Horace White: his association with Abraham Lincoln, 1851-60. *JQ* 49 (Spring), 51-60.
- and William Fang. The training of journalists in Communist China. *JQ* 49 (Autumn), 189-97.
- Clements, John. Advertising and industrial relations. *AQ* 34 (Winter), 27-9.
- Cohen, Dorothy. Surrogate indicators and deception in advertising. *JMktg* 36 (July), 10-15.
- Cohen, Marty. The perils of publishing journal film reviews. *CJR* 11 (November-December), 25-8, 41-3.
- Coldevin, Gary O. Internationalism and mass communications. *JQ* 49 (Summer), 365-8.
- Coleman, Elisabeth. Our troubled stations—2. San Francisco: trials of an innovator. *CJR* 11 (July-August), 31-5.
- Colfax, J. David and Susan Frankel Sternberg. The perpetration of racial stereotypes: blacks in mass circulation magazine advertisements. *POQ* 36 (Spring), 8-18.
- Comments of the European Broadcasting Union on the draft convention to prohibit the unauthorized distribution of program-carrying signals communicated by satellites. *EBU* 23 (March), 51-5.
- Conradt, Frederick C. The law of libel has been all but repealed. *EBR* 6 (June), 173-7.
- Corliss, Richard. Preston Sturges. Cinema. 7 (Spring), 25-36.
- Crawley, John. Getting broadcast. *EBR* 6 (December), 434-7.
- Crippens, David E. Office of Minority Affairs: two years later. *EBR* 6 (October), 315-18.
- Curl, Donald Walter. An American reporter and the Franco-Prussian War. *JQ* 49 (Autumn), 480-8.
- Curian, Charles. The BBC is 50. *EBU* 23 (November), 12-14.
- Our proper concern. *EBR* 6 (April), 81-8.
- Currie, Hector. Encounter with essence: the schematic image. *JUEA* 24:4, 101-7.
- Curtis, Thomas B. Steps to long-range financing. *EBR* 6 (December), 395-7.
- Cushman, Donald and Gordon C. Whiting. An approach to communication theory: toward consensus on rules. *JC* 22 (September), 217-38.
- Czigany, Lorant. Janos Country. *FQ* 16 (Fall), 44-50.
- Dambiot, Eve. General psychology over closed-circuit television: a decade of experience with 20,000 students. *AVCR* 26 (Summer), 181-93.
- Dardis, Rachel and Clarita Anderson. Newspaper ads and planned purchases. *JAR* 12 (June), 21-4.
- Davis, Al. The concept of credibility in advertising. *AQ* 32 (Summer), 6-12.
- Davison, W. Phillips. Public opinion research as communication. *POQ* 36 (Fall), 311-22.
- Dembo, Richard. Life style and media use among English working class youths. *G* 18:1, 24-36.
- Dempsey, Michael. The world of Ken Russell. *FQ* 15 (Spring), 13-25.
- Desjardins, Mary. Reading and viewing: a survey. *School Libraries* 21 (Spring), 26-30.
- Dickson, John P. Coordinating images between media. *JAR* 12 (February), 25-8.
- Dimling, John A., Jr. Determining telecommunications requirements: some observations. *SB* 8 (March), 48-61.
- Dittrich, Robert. Transmission via space satellites. *EBU* 23 (January), 52-8.
- Doddsken spectrum: Akira Kurosawa. Cinema 7 (Spring), 14-17.
- Dodge, John. A new brand of advertising education. *AQ* 30 (Winter), 27-33.
- Dominick, Joseph R. Television and political socialization. *EBR* 6 (February), 42-56.
- and Gail E. Rouch. The image of women in network TV commercials. *JB* 16 (Summer), 259-66.
- Donohew, Lewis, Joanne M. Parker and Virginia McDermott. Psychophysiological measurement of information selection: two studies. *JC* 22 (March), 54-63.
- Drew, Dan G. Roles and decision making of three television beat reporters. *JB* 16 (Spring), 165-73.
- Duncan, Rodger Dean. Agnew, clergymen and the media. *JQ* 49 (Spring), 147-50.
- Eapen, K. E. Zana, an African news agency. *G* 18:4, 193-207.
- Fassie, R. W. F. Test marketing: principle and practice. *AQ* 34 (Winter), 38-41.
- Eastman, Harvey A. A communication theory bibliography speaks out—softly. *JC* 22 (September), 306-10.
- Edera, Bruno. Animated film series on television. *EBU* 23 (March), 19-25.

- Editors of 'Cashiers du Cinema.' John Ford's 'Young Mr. Lincoln.' Screen 13 (Autumn), 5-17.
- Ehrich, Thomas Lindley. Our troubled stations—1. Boston: the uneasy years. CJR 11 (July-August), 26-30.
- Ek, Richard A. Victoria Woodhull and the Pharisees. JQ 49 (Autumn), 453-59.
- Emmett, Brian. Television and violence—two years and a million dollars later. EBU 23 (September), 19-22.
- English, John W. 'Z' stands for Zagreb: also for animation. JUF 24:3, 48-51.
- Fenzlberger, Masha. Oziga Vertou. Screen 13 (Winter), 90-107.
- Ferst, Sandra Williams. Baseball on brickbats: a content analysis of community development. JQ 49 (Spring), 86-90.
- The estates of the French Cinema. May 1968. Screen 13 (Winter), 58-88.
- Eubanks, Ralph T. Writing the truth. VS 39 (December 15), 159-60.
- Evans, Harold M. Is the press too powerful? CJR 10 (January-February), 8-16.
- Farber, Stephen. Straw Dogs. Cinema 7 (Spring), 2-7.
- Farmer, Herbert E. Blowup printing of 16mm original to 35mm. JUF 24:1, 25-7.
- Felt, John H. Content and situational relevance of agricultural news in Brazilian papers. JQ 49 (Autumn), 505-11.
- Ferre, Luis A. Technology and freedom: the communication revolution. VS 38 (January 15), 217-29.
- Fielding, Raymond. Third bibliographic survey of theses and dissertations on the subject of film at U.S. universities, 1916-1972. JUF 24:3, 75-8.
- Firth, Tony. FTV: illusions and confusions. AQ 32 (Summer), 13-17.
- Fisher, Jack. The films of Ken Russell. FJ 2:1, 33-43.
- Fleming, Malcolm L. and Mehdi Sheikhan. Influence of pictorial attributes on recognition memory. AVCR 20 (Winter), 523-42.
- Fletcher, James E. Telecommunications: what's in a name? JB 16 (Spring), 217-23.
- Flory, John. Universities graduate to the big picture. JUF 24, 4-7.
- Flynn, James H., III. The ideal television station: a 'Q' study. JB 16 (Winter), 65-77.
- Foley, Joseph M. Ascertaining ascertainment: impact of the FCC primer on TV renewal applications. JB 16 (Fall), 387-406.
- Foot, A. Edward. The crisis in PTV: station management. EB 5 (September-October), 13-15.
- Frampton, Hallis. (Nostalgia) voice—over narration for a film of that name, dated 1/18/71. FC 53-54-55 (Spring), 105-14.
- Francis, Mervyn. The advertising agency as a public company. I. AQ 30 (Winter), 6-8.
- Frank, Reuben. The First Amendment: television news. VS 38 (August 1), 629-32.
- Frank, Willard C., Jr. Error, distortion and bias in the 'Virginia Gazette', 1773-74. JQ 49 (Winter), 729-39.
- Freed, Fred. The rise and fall of the television documentary. TVQ 10 (Fall), 55-63.
- Friendly, Fred W. Beyond the 'Caldwell' decision: 3. Justice White and Reporter Caldwell: finding a common ground. CJR 11 (September-October), 31-7.
- Fulop, Christina. Recruitment advertising and the labour market. AQ 30 (Winter), 17-24.
- Furtado, A. DeLoyola. Growth of journalism. Vidura 9 (February), 67-8.
- Furuta, Shosaku. Mass consciousness in South-east Asia and Japan: preliminary observations on the use of mass media contributing to bloc development. SB 8 (March), 65-106.
- Gadnev, Alan. West Texas and the taco stand. JUF 24:1-2, 8-10.
- Gans, Herbert J. The famine in American mass-communications research: comments on Hirsch, Tuchman, and Grecas. American Journal of Sociology 77 (January), 697-705.
- Gerberson, John W. A limited number of advertising pages. JM 25 (November), 28.
- Garnham, Nicholas. TV documentary and ideology. Screen 13 (Summer), 109-15.
- Gatewood, Willard B. A Negro editor on imperialism: John Mitchell, 1898-1901. JQ 49 (Spring), 43-50, 60.
- Geduld, Harry M. The sexual image: a note on eroticism in the movies. FJ 2:1, 28-9.
- Georgakas, Dan. They have not spoken. American Indians in film. FQ 15 (Spring), 26-32.
- Gibson, Larry G. The maze of people and machines. EB 5 (September-October), 19-23.
- Gilbert, David A. Lucius C. Paddock: voice against the thunder. JQ 49 (Autumn), 585-7.
- Gilliam, Dorothy. What do black journalists want? CJR 11 (May-June), 47-52.
- Gitter, A. George, Stephen M. O'Connell and David Mostofsky. Trends in appearance of models in Ebony ads over 17 years. JQ 49 (Autumn), 547-50.
- Goldberg, Ralph E. and Mark W. Johnson. 'The S-lling of the Pentagon': an examination of the legal controversy. EBU 23 (January), 69-72.
- Goldman, Aaron L. Claud Cockburn, 'The

- Week' and the 'Cliveden Set.' JQ 49 (Winter), 721-8.
- Goodman, R. S. and Calvin Pryluck. The tape recorded interview as data for film history. SM 39 (November), 306-11.
- Gordon, David. The 1896 Maryland Shield Law: the American roots of evidentiary privilege for newsmen. JM 22 (February), 44.
- Gordon, Lorna. The Jamaica Broadcasting Corporation geared to serve a developing nation. EBU 23 (May), 25-7.
- Gough, Philip B. One second of reading. VI. 6 (Autumn), 291-320.
- Gould, Jack. What public TV can be: 1. Britain's BBC. CJR 11 (July-August), 16-20.
- Goulding, Daniel J. Whither the student feature film? Report from Oberlin College. JUEA 21:1-2, 141-63.
- Grass, Robert C., David W. Bartges and Jeffery L. Piech. Measuring corporate image ad effects. JAR 12 (December), 15-22.
- Grattan, Donald. The BBC and the Open University: a broadcasting view. EBU 23 (March), 26-32.
- Graybar, Lloyd J. Albert Shaw and the founding of the 'review of reviews.' 1891-97. JQ 49 (Winter), 692-7, 716.
- Gregas, Viktor. Motives and aggressive acts in popular fiction: sex and class differences. American Journal of Sociology 77 (January), 680-96.
- Greenberg, Bradley S. Children's reactions to TV blacks. JQ 49 (Spring), 5-14.
- Grenier, Judson. Upon Sinclair and the press: 'the brass check reconsidered.' JQ 49 (Autumn), 427-36.
- Greysen, Stephen A. Advertising: attacks and counters. Harvard Business Review (March-April), 22-8.
- . The social impacts of advertising. AQ 31 (Spring), 17-22.
- Guarrera, Sebastiano. Active participation of Italian pupils in school radio programs. EBU 23 (March), 10-14.
- Guback, Thomas H. and Steven P. Hill. The beginnings of Soviet broadcasting and the role of V. I. Lenin. JM 26 (December), 43 pp.
- Guerrero, José L. and G. David Hughes. An empirical test of the Fishbein model. JQ 49 (Winter), 684-91.
- Guimary, Donald. Citizens broadcast councils. EBR 6 (October), 333-8.
- Gumpert, Gary and Dan F. Hahn. An historical and organizational perspective of the Office of Telecommunications Policy. EBR 6 (October), 309-14.
- Gunn, Hartford N., Jr. Public television program financing. EBR 6 (October), 283-308.
- Haavelsrud, Magnus. Learning resources in the formation of international orientations. AVCR 20 (Fall), 229-52.
- Hadl, Robert D. The new sound recording law in the United States. EBR. 3 (May), 50-4.
- Hall, Douglas C. Research methodology of NDEA Title VII—A: a descriptive and critical analysis. AVCR 20 (Summer), 117-34.
- Hall, Mark W. 1831-49: The pioneer period for newspapers in California. JQ 49 (Winter), 648-55.
- Haller, Terry B. Predicting recall of TV commercials. JAR 12 (October), 43-5.
- Hallikainen, Peitti. New trends in Finnish school radio. EBU 23 (July), 26-9.
- Hallow, Ralph Z. Pittsburgh's ephemeral 'riot.' CJR 10 (January-February), 34-40.
- Hanks, William E. and Martin Lazar. Using the Fairness Doctrine: case history of a learning project. JB 16 (Fall), 475-83.
- Haring, Ardyce. Communication and change in community development. JQ 49 (Autumn), 512-18, 530.
- Harless, James D. The impact of adventure fiction on readers: the nice-guy type. JQ 49 (Summer), 306-15.
- . The impact of adventure fiction on readers: the tough-guy type. JQ 49 (Spring), 65-73.
- Harley, William G. Annual report of the president. EBR 6 (December), 494-98.
- . NABF's role in public broadcasting's new maturity. EBR 6 (December), 398-403.
- Harmar-Brown, Francis. The snares of numeracy in marketing. AQ 30 (Winter), 40-2.
- Harris, Jacqueline J. and Maxwell E. McCombs. The interpersonal/mass communication interface among church leaders. JC 22 (September), 257-62.
- Harrison, Gordon Scott. The mass media in native villages of Alaska. JQ 49 (Summer), 373-6.
- Harwood, Kenneth. A world bibliography of selected periodicals on broadcasting (revised). JB 16 (Spring), 131-46.
- Hendersen, Brian. The structure of Bazin's thought. FQ 15 (Summer), 18-27.
- Henry, Hugh W. Computer applications in advertising. AQ 31 (Spring), 34-9.
- Hill, Gladwin. The lessons of l'Affair Hughes. CJR 11 (May-June), 41-6.
- Hill, Steven P. The classic period of Soviet cinema: Kuleshov, Eisenstein, and others. FJ 1 (Fall-Winter), 16-33.
- Hirsch, Foster. Viva La Muerte: El Topo. Cinema 7 (Spring), 8-13.

- Hirsch, Paul M. Processing fads and fashions: an organization set analysis of cultural industry systems. *American Journal of Sociology* 77 (January), 639-59.
- Hisc, Richard T. How liberals and conservatives view ads. *JAR* 12 (December), 38-42.
- Hitchens, Gordon. Joris Ivens interview, Nov. 20, 1968. *American Documentaries*, etc. *FC* 53-54-55 (Spring), 190-229.
- Holcom, John. How informative should advertising be? *AQ* 31 (Spring), 6-10.
- Holbert, Neil. Key articles in advertising research. *JAR* 12 (October), 5-13.
- Holmes, Presley D. Public broadcasting development—the next step. *EBR* 6 (December), 423-33.
- Hooks, Benjamin. Undertones of racism. *EBR* 6 (December), 386-9.
- Howat, E. mis. Attitudes towards violence and mass media exposure. *G* 4, 208-31.
- Hsu, Chia-shih, Crispin Maslog and Tong-jao Chio. Journalism education in Asia: a symposium. *JQ* 49 (Spring), 116-22, 128.
- Hughes, Joseph D. Report from the long-range financing. *EBR* 6 (December), 390-4.
- Humphry, David A. The organization and staffing of educational communications centers. *EBR* 6 (August), 233-43.
- Hulton, Cal and William B. Ashbrook. Apathetic and neutral audiences: a computer simulation and validation. *SM* 39 (June), 105-13.
- Interview with Ivor Montagu. *Screen* 13 (Autumn), 71-113.
- Interviews with Alberto Cavalcanti and Gavin Lambert. *Screen* 13 (Summer), 33-78.
- Isacs, Norman E. Beyond the 'Caldwell' decision: I. 'There may be worse to come from this court.' *CJR* 11 (September-October), 18-24.
- Lace, Stephen. The pitfalls of polling. *CJR* 11 (May/June), 28-34.
- Isaacson, M. N. Advertising and the permissive society. *AQ* 31 (Winter), 34-7.
- Issari, M. A. Kinclip: a quick access to film utilization. *JUFA* 24: 4, 116-17.
- Ivens, Michael. Campaign for co-operation. *AQ* 31 (Winter), 30-3.
- Jaff, Louis. The editorial responsibility of the broadcaster: reflections on fairness and access. *Harvard Law Review* 8 (February), 768-92.
- James, C. Rodney. John Grierson: England, Canada, the world. *JUFA* 24:3, 52-5.
- Lamson, Dean. Public television in India: investment alternative. *EBR* 6 (August), 244-50.
- Jefferson, Michael. Labour's green paper: the debate continues. *AQ* 34 (Winter), 6-13.
- Jensen, J. Vernon. Attempts to televise Parliament. *JB* 16 (Fall), 461-74.
- Jimenez, Jesus Garcia. 'RIV books'—an unprecedented experiment by Spanish television. *EBU* 23 (March), 15-18.
- John Whitney Interview, etc. *FC* 53-54-55 (Spring), 39-83.
- Johnson, Haynes. The Newspaper Guild's identity crisis. *CJR* 11 (November-December), 44-8.
- Johnstone, John W. C., Edward J. Slawski and William W. Bowman. The professional values of American newsmen. *POQ* 36 (Winter), 522-40.
- Johnstone, Ronald L. Who listens to religious radio broadcasts anymore? *JB* 16 (Winter), 91-102.
- Jones, Douglas C. Teresa Dean: lady correspondent among the Sioux Indians. *JQ* 49 (Winter), 656-62.
- Kapos, Martha. The languages of realism. *Screen* 13 (Spring), 79-85.
- Katzman, Natan. Television soap operas: what's been going on anyway? *POQ* 36 (Summer), 213-20.
- , and James Nuenhuis. Color vs. black-and-white effects on learning, opinion and attention. *AVCR* 20 (Spring), 16-28.
- Kennedy, Richard L. American cinematic form. *JQ* 15 (Winter), 9-19.
- Kent, Kurt E. Freedom of the press: an empirical analysis of one aspect of the concept. *G* 18:2, 65-75.
- Kernan, Jerome B. and Leslie B. Heiman. Information distortion and personality. *JQ* 49 (Winter), 698-701.
- Keshishoglou, John E. To cable or not to cable? *EBU* 23 (July), 32-5.
- Kingsley, David and Brian Palmer. The advertising agency as a public company. *II*. *AQ* 30 (Winter), 9-11.
- Kitses, Jim. Elia Kazan: a structural analysis. *Cinema* 7 (Winter), 23-36.
- Kjellgren, Lars-Eric. A personal report: the EBU screening sessions. *EBU* 23 (September), 12-15.
- Klinge, Peter and Skip Landen. Feature film production at Ithaca College. *JUFA* 24:1-2, 17-19.
- Koovman, A. A Dutch broadcasting organization (VPRO) and youth in modern society. *EBU* 23 (May), 16-18.
- Korman, Frank. Innovations in telecommunications technology: a look ahead. *EBR* 6 (October), 322-32.
- Koschwitz, Hansjürgen. The case 'New York Times.' The pros and cons of freedom of the press. *G* 18: 4, 235-44.

- Krisher, Bernard. What public TV can be: 2. Japan's NHK. *CJR* 11 (July-August), 21-5.
- Krugman, Herbert E. Why three exposures may be enough. *JAR* 12 (December), 11-14.
- Kutlak, V. H. Our freedom in a changing world: the challenge in communication. *VS* 38 (August I), 626-9.
- Knalt, Charles. Reporting the 'little people'. *CJR* 10 (January-February), 17-22.
- Kurokawa, Jiro. Enactment of the cable television broadcasting law in Japan. *EBU* 23 (September), 47-50.
- Kushman, James M. KADS (FM): want ad radio in Los Angeles. *JB* 16 (Summer), 267-76.
- Laassin, Francis. The comic strip and film language. *FQ* 16 (Fall), 11-23.
- Lander, Byron G. Functions of letters to the editor: a re-examination. *FQ* 19 (Spring), 142-3.
- Landy, Jacques. The community of French language television programmes. *EBU* 23 (September), 16-18.
- Langley, Peter III. Pos-ismism—optimism of Civil War military news: June, 1863—March, 1865. *FQ* 19 (Spring), 74-8.
- Langton, Betty. The year the spectacular became a noun. *TVQ* 10 (Fall), 61-7.
- Larson, Bruce L. A Kansas newspaper and the non-partisan league, 1919-20. *FQ* 19 (Spring), 98-106.
- Larson, Rodger. A retrospective look at the films of D. W. Griffith and Andy Warhol. *FJ* 1 (Fall-Winter), 80-91.
- Lasswell, Harold D. Communications research and public policy. *POQ* 36 (Fall), 301-10.
- Lee, Jae-Won. Editorial support and campaign news: content analysis by Q-method. *FQ* 49 (Winter), 710-16.
- Lennig, Arthur. Broken blossoms: D. W. Griffith and the making of an unconventional masterpiece. *FJ* 1 (Fall-Winter), 2-15.
- Lent, John A. A reluctant revolution among Asian newspapers. *G* 18:1, 1-13.
- Leslie, George. Film study at Nihon University, Tokyo. *JUCEA* 24:3, 59-68, 74.
- Letter to OIP Director Clay T. Whitehead. *EBR* 6 (February), 26-30.
- Lewis, Joe Jr. Critical attitudes toward the media. *EBR* 6 (October), 339-49.
- Lichty, Lawrence W. and David I. Leroy. Missing the newscaster: reactions to the 1967 AFTRA strike. *JB* 16 (Spring), 175-84.
- Lichter, Harris N. 'The scene today': improving campus communications with a student-produced TV news program. *EB* 5 (November-December), 37-40.
- Lind, Harold. Advertising expenditure—1960-71. *AQ* 32 (Summer), 49-52.
- Lin, Han C. and Shelton A. Gunaratne. Foreign news in two Asian dailies. *G* 18:1, 37-41.
- Loevinger, Lee. Advertising abuses and the worse cure: a critical observer's view. *VS* 39 (December), 114-20.
- Loomis, Henry. Defining goals for public broadcasting: a prerequisite to long-range funding. *EBR* 6 (December), 376-80.
- Lorenz, Lawrence. Origins of Pan American copyright protection, 1889-1910. *FQ* 49 (Winter), 717-20.
- Lovell, Alan. The British cinema: notes on British film culture. *Screen* 13 (Summer), 5-15.
- Lublin, Joann S. Discrimination against women in newsrooms: fact or fantasy? *FQ* 49 (Summer), 357-61.
- MacBean, James Roy. Godard and Dziga Vertov Group: film and dialectics. *FQ* 16 (Fall), 30-44.
- . Russellian materialist mise-en-scene of 'La Prise de Pouvoir par Louis XIV.' *FQ* 15 (Winter), 20-9.
- . Sex and politics. *FQ* 15 (Spring), 2-13.
- Macy, John W., Jr. Future imperatives. *EBR* 6 (December), 384-5.
- Madden, David. Marble goddesses and mortal flesh: notes for an erotic memoir of the fifties. *FJ* 2:1, 1-21.
- Madgwick, Robert. Forty years of the Australian Broadcasting Commission. *EBU* 23 (September), 24-6.
- Malatini, Franco. An Italian experiment in creative radio literature. *EBU* 23 (January), 56-61.
- Mander, Stephen. *A Clockwork Orange*. *Cinema* 7 (Winter), 48-57.
- . Television: cinema-verite in America: Part I. *Screen* 13 (Summer), 79-107.
- . Cinema-verite in America: Part II—direct cinema and the crisis structure. *Screen* 13 (Autumn), 114-36.
- Marshall, G. F. H. The BBC external services today. *EBU* 23 (November), 16-19.
- Marvell, Gerard. The BBC's radio networks. *EBU* 23 (January), 29-35.
- Marxson, E. Jane. Communication and development: a reconsideration. *POQ* 36 (Summer), 235-45.
- Markopoulous, Gregory. The adamantine bridge (for Paul Kilby). *FC* 53-54-55 (Spring), 84-93.
- . Love's task. *FC* 53-54-55 (Spring), 94-7.
- Martin, Clessen and Lannes H. Hope. Effects of practice and mode of presentation upon the comprehension of telegraphic prose. *Proceedings of the Annual Convention of the American Psychological Association*, 7:2, 521-2.
- Martin, Ernest E., Jr. The 'Hunger in America' controversy. *JB* 16 (Spring), 185-194.

- Martin, Howard S. Radio production courses: a survey of current practice. *JB* 16 (Summer), 311-20.
- Martin, Ralph K., Garrett J. O'Keefe and Oguz B. Nayman. Opinion agreement and accuracy between editors and their readers. *JQ* 49 (Autumn), 460-8.
- Masouye, Claude. The gestation of a new international convention regarding space satellites. *EBU* 23 (September), 51-60.
- . A new international convention on the protection of phonograms. *EBU* 23 (January), 59-68.
- . The new Luxembourg copyright legislation: a commentary. *EBU* 23 (May), 40-9.
- Meeske, Milan D. Teaching radio-television in a department of communication. *EBR* 6 (August), 219-23.
- Mekas, Jonas. Ernie Gehr interview, March 24, 1971. *FC* 53-54-55 (Spring), 25-38.
- Mellen, Joan. An interview with Cillo Pontecorvo. *FQ* 16 (Fall), 2-10.
- . A reassessment of Cillo Pontecorvo's *BURN!* *Cinema* 7 (Winter), 38-47.
- . Dodeskaden: a renewal. *Cinema* 7 (Spring), 20-2.
- Menne, Joy M. and John W. Menne. The relative efficiency of bimodal presentation as an aid to learning. *AVCR* 20 (Summer), 170-80.
- Mentha, Benigne. Preparation of a new Swiss copyright act: reflections on the draft bill. *EBU* 23 (March), 56-64.
- Merrill, Martha. Black Panthers in the new wave. *FC* 53-54-55 (Spring), 134-45.
- Metz, Christian. An excerpt from the fourth essay of language in cinema. *Cinema* 7 (Spring), 43-4.
- Meyer, Timothy P. The effects of verbally violent film content on aggressive behavior. *AVCR* 20 (Summer), 160-9.
- . News reporter bias: a case study in selective perception. *JB* 16 (Spring), 195-203.
- . Some observations on the differences between current film and television violence. *JUFA* 24:4, 112-15.
- Meyer, William G. Q-study of attitudes toward rock festival in Iowa town. *JQ* 49 (Summer), 351-6.
- Miall, Leonard. Working with European broadcasters. *EBU* 23 (November), 21-3.
- Mielke, Keith W. Renewing the link between communications and educational technology. *AVCR* 20 (Winter), 357-99.
- Milbourn, M. Thomas and Vernon A. Stone. Source-message orientation and components of source credibility. *JQ* 49 (Winter), 663-8.
- Miller, M. Mark. Task orientation and salience as determinants of source utility. *JQ* 49 (Winter), 669-73.
- Miner, Worthington. Was it all so golden? *TVQ* 10 (Fall), 13-19.
- Mintz, Morton. Auditing the media: a modest proposal. *CJR* 11 (November-December), 20-4.
- Monaghan, Robert R. The repertory grid: application to ascertaining viewer needs. *EBR* 6 (February), 38-47.
- Montgomery, John A. ALPS/STRIVE: a case for commitment by public broadcasting. *EBR* 6 (August), 207-14.
- Mooradian, Karlen. The dawn of printing. *JM* 23 (May), 35 pp.
- Morgenthau, Eric. Our troubled stations—3. Dallas: Creating an alternative. *CJR* 11 (July-August), 36-40.
- Morrison, Bruce J. and Marvin J. Dainoff. Advertising complexity and looking time. *JMR* 9 (November), 396-409.
- , and Richard C. Sherman. Who responds to sex in advertising? *JAR* 12 (April), 15-19.
- Mundy, Robert. Woody Allen: 2 articles, interview and filmography. *Cinema* 7 (Winter), 6-21.
- Murray, John P., Oguz B. Nayman, and Charles K. Atkin. Television and the child: a comprehensive research bibliography. *JB* 16 (Winter), 3-20.
- McCombs, Maxwell E. Mass media in the marketplace. *JM* 24 (August), 104.
- , and Donald L. Shaw. The agenda-setting function of mass media. *POQ* 36 (Summer), 176-87.
- McNelly, John T. and Julio Molina. Communication, stratification and international affairs information in a developing urban society. *JQ* 49 (Summer), 316-26, 339.
- Nagy, Alex. Hungarian writers and the 1956 revolution. *JQ* 49 (Autumn), 498-504.
- Nakajima, Iwao. Reference table: leisure situation in Japan—A collection of relevant statistical tables. *SB* 8 (March), 111-42.
- Nestvold, Karl J. Cloze procedure correlation with perceived readability. *JQ* 49 (Autumn), 592-4.
- Nicolai, Richard R. and Sam G. Riley. The gatekeeping function from the point of view of the PR man. *JQ* 49 (Summer), 371-3.
- Nichols, Bill. The American photo league. *Screen* 13 (Winter), 108-15.
- Nichols, John E. Publishers and drug advertising: 1933-38. *JQ* 49 (Spring), 144-7.
- The Nippon Television Network Corporation: Japan's pioneer commercial television network. *EBU* 23 (July), 30-1.

- Niven, Harold. Thirteenth survey of colleges and universities offering courses in broadcasting, 1971-72. *JB* 16 (Summer), 331-70.
- Nixon, Agnes Eckhardt. In daytime TV, the golden age is now. *TVQ* 10 (Fall), 49-54.
- Norwood, Don J. Budget short cuts in feature production. *JLEA* 24:1-2, 32-4.
- Nurberger, Thomas S. Telecommunications: decisions at a crossroads. *VS* 38 (March 15), 330-3.
- Ogi, Masahiro, Kurosawa, Dodeskaden, and Japanese culture. *Cinema* 7 (Spring), 18-19.
- Ogle, Patrick L. Technological and aesthetic influences upon the development of deep focus cinematography in the United States. *Screen* 13 (Spring), 45-76.
- Olson, Harry R., Jr. Cable television—District Court Decision in 'CBS v. Teleprompter.' *EBU* 23 (September), 45-6.
- Orlik, Peter B. Cataloguing and programing the station's serious music library. *EB* 5 (April), 19-22.
- Oswant, Jack E. Effects of derogatory attacks in Soviet arms control propaganda. *JQ* 49 (Spring), 107-15.
- Ovink, G. W. The changing responsibilities of the typographic designer. *VI* 6 (Autumn), 341-54.
- Ozu on Ozu the Silents. *Cinema* 7 (Winter), 22-4.
- PBS. Document of journalism standards and guidelines. *EBR* 6 (August), 215-18.
- Padden, Preston R. The emerging role of citizens' groups in broadcast regulation. *FCBJ* 15:2, 82-110.
- Paletz, David L., Judith Koon, Elizabeth Whitehead and Richard B. Hagens. Selective exposure: the potential boomerang effect. *JC* 22 (March), 48-53.
- Paul, Noel S. Why the British Press Council works. *CJR* 10 (March-April), 20-6.
- Pauli, Burton. A controversial CBS documentary, 'The Selling of the Pentagon.' *EBU* 23 (January), 42-5.
- Pavars, John and Ed Derr. Pre-alerting on air test respondents. *JAR* 12 (December), 23-8.
- Pearson, Betty D. Applying learning theory and instructional film principles to film for learning observational skills. *AVCR* 20 (Fall), 281-95.
- Peterson, Robert A. Psychographics and media exposure. *JAR* 12 (June), 17-20.
- Pfaff, Daniel W. The symbolic speech cases: an analysis. *JQ* 49 (Autumn), 551-7, 578.
- Pines, Jim. Left film distributors. *Screen* 13 (Winter), 116-26.
- Plummer, Joseph T. Evaluating TV commercial test. *JAR* 12 (October), 21-7.
- . Life style patterns: A new constraint for mass communications research. *JB* 16 (Winter), 79-89.
- Polety, David L. Delegates' views of TV coverage of the 1968 Democratic convention. *JB* 16 (Fall), 441-52.
- Pollak, Michael. The performance of the wooden printing press. *Library Q* (April), 218-64.
- Powell, Jon T. Broadcast advertising of medical products and services: its regulation by other nations. *FCBJ* 15:2, 144-76.
- Powers, Ron and Jerrold Oppenheim. Is TV too profitable? *CJR* 11 (May-June), 7-13.
- Preston, Ivan L. and Ralph H. Johnson. Puffery—A problem the FTC didn't want (and may try to eliminate). *JQ* 49 (Autumn), 558-68.
- Pride, Cletis. Content analysis of seven commonwealth newspapers. *JQ* 49 (Winter), 753-6.
- Pride, Richard A. and Gary L. Wamsley. Symbol analysis of network coverage of Laos incursion. *JQ* 49 (Winter), 635-40, 647.
- Pringle, Ashley. A methodology for television analysis with reference to the drama series. *Screen* 13 (Summer), 116-28.
- Prisuta, Robert H. Broadcast advertising by candidates for the Michigan legislature: 1970. *JB* 16 (Fall), 453-60.
- Ramsey, Patrick. Cost control in television production. *EBU* 23 (May), 10-13.
- Randolph, J. Ralph. The end of impartiality: 'South Carolina Gazette,' 1763-75. *JQ* 49 (Winter), 702-09, 720.
- Rao, N. Ranga. Academic qualifications of journalists in Tamil Nadu: more than half are graduates. *Vidura* 9 (February), 43-7.
- Redmond, James. Technical developments control the pace. *EBU* 23 (November), 19-21.
- Reed, Oscar, Jr. Communications networks for city renewal. *EBR* 6 (April), 91-6.
- Reeves, Richard. Newark's fallen giant: euthanasia or murder? *CJR* 11 (November-December), 49-55.
- Regulatory programme for cable television in the United States. *EBU* 23 (July), 53-6.
- Reilly, Tom. Early coverage of a president-elect: Lincoln at Springfield 1860. *JQ* 49 (Autumn), 469-79.
- Reiner, Carl. And so, kicking and screaming into the tube . . . *TVQ* 10 (Fall), 30-2.
- Rous, Carol. The 'Ladies' Home Journal' and Hoover's food program. *JQ* 4 (Winter), 740-2.
- Riddell, G. L. Printing and the electronics age. *AQ* 30 (Winter), 35-8.
- Riegel, Oscar W. Communications and nations. *SB* 8 (March), 5-25.
- Ringer, Barbara. Recent cable television developments in the United States involving copyright. *EBU* 23 (September), 36-44.

- Robbins, J. C. The BBC and the Performing Rights Society. *FBR* 23 (July), 49-50.
- Robbins, J. C. Decoding First Amendment cases. Part I. *JQ* 49 (Summer), 263-70.
- . Decoding First Amendment cases: Part II: evidence. *JQ* 49 (Autumn), 569-78.
- Robert, Flaherty (Misc.). *FC* 53:54-55 (Spring), 161-90.
- Robinson, John P. Perceived media bias and the 1968 voter: can the media affect behavior after all? *JQ* 49 (Summer), 239-46.
- Robinson, W. R. The imagination of skin: some observations on *P* movies as striptease. *FJ* 21, 14-33.
- Rogers, Michael K. The legislative executive session. *JQ* 49 (Spring), 150-5.
- Rohrer, Sam. Review: movie reader, film as film. *Screen* 13 (Winter), 135-145.
- Rohml, H. Totheroh interviewed: Chaplin films. Edited by Timothy J. Lyons. *FC* 53:54-55 (Spring), 229-85.
- Rose, Ernest D. Credibility and the realist tradition in cinema. *JUEA* 24:4, 108-11.
- Rubinstein, Eli A. Television and social behavior: social science research for social policy. *FBR* 6 (December), 409-15.
- Rush, Ramona R. Interpersonal communication and cognitive modernity: a study of socialization in Lima, Peru. *JQ* 49 (Summer), 327-39.
- Ryan, Michael. Readership research among businessmen. *AQ* 31 (Spring), 41-7.
- Sjallberg, Harvey. Bennett and Greeley, professional rivals, had much in common. *JQ* 49 (Autumn), 538-46, 550.
- Sadowski, Robert P. Immediate recall of TV commercial elements—revisited. *JB* 16 (Summer), 277-88.
- Salant, Richard S. The power of licensing: television and radio broadcasting. *VS* 38 (August 15), 659-63.
- Saleedo, Rodolfo N., Hadley Read, James F., Evans and Ana C. Kong. A broader look at legibility. *JQ* 49 (Summer), 285-9, 295.
- Salomon, Gavriel. Can we affect cognitive skills through visual media? An hypothesis and initial findings. *AVCR* 20 (Winter), 401-22.
- Sanders, Keith P. Q study of editors' attitudes toward journalism research. *JQ* 4 (Autumn), 549-50.
- Sandman, Peter M. Who should police environmental advertising? *CJR* 10 (January-February), 41-7.
- Sasser, Emory L. and John T. Russell. The fallacy of news judgment. *JQ* 49 (Summer), 280-4.
- Sepia, Antonin. Don't go near the water. *FCBJ* 15:2, 111-20.
- Scanlon, T. Joseph. A new approach to study of newspaper accuracy. *JQ* 49 (Autumn), 587-90.
- Scheer, Chris J. and Sam W. Eiler. A comparison of Canadian and American network television news. *JB* 16 (Spring), 159-64.
- Schlinger, Mary Jane and Joseph T. Plummer. Advertising in black and white. *JMR* 9 (May), 149-54.
- Schmidt, Benno C., Jr. Beyond the 'Caldwell' decision: 2. 'The decision is tentative.' *CJR* 11 (September-October), 25-30.
- Schultz, Victoria. Hanoum: the cinema of ambiguity. *FC* 53:54-55 (Spring), 115-26.
- Schwartz, Louis and Robert A. Woods. Access avenues for public broadcasters. *EBR* 6 (February), 1-19.
- Scott, Joseph E. and Jack L. Franklin. The changing nature of sex references in mass circulation magazines. *POQ* 36 (Spring), 80-6.
- Scott, Ward. Kid's TV—marketers on hot seat. *Harvard Business Review* (July-August), 16-28.
- Seasonwein, Roger and Leonard R. Sussman. Can extremists using TV move an audience? *JQ* 49 (Spring), 61-4, 78.
- Sermann, Howard L. The editor/publisher of a black daily: a case study. *JQ* 49 (Spring), 140-2.
- Seibert, Warren E. Broadcasting and education: ERIC/EBR annual review paper. *FBR* 6 (June), 139-50.
- Shadoian, Jack. America the ugly: Phil Karlson's '99 River Street.' *FC* 53:54-55 (Spring), 286-92.
- Shafer, Byron and Richard Larson. Did TV create the 'social issue'? *CJR* 11 (September-October), 10-17.
- Shafer, Raymond P. Television and the cable TV system. *VS* 39 (November 15), 78-80.
- Shahcen, Jack G. The Richard Boone Show: repertory theatre on commercial television. *JB* 16 (Winter), 111-20.
- Shain, Russell E. Effects of Pentagon influence on war movies, 1948-70. *JQ* 49 (Winter), 641-7.
- Shaw, Donald L. and Michael Bishop. Editorial function and societal stress. *JQ* 49 (Autumn), 582-5.
- Shaw, Eugene F. The press and its freedom: a pilot study of an American stereotype. *JQ* 49 (Spring), 31-42, 60.
- Shaw, Martin. Negative selection and consumer choice. *AQ* 32 (Summer), 18-22.
- Shedlin, Michael. Police Oscar: 'The French Connection' and an interview with William Friedkin. *FQ* 15 (Summer), 2-9.
- Sheinkopf, Kenneth G., Charles K. Atkin and Lawrence Bowen. The functions of political advertising for campaign organizations. *JMR* 9 (November), 401-5.

- Shostack, Herschel. Dangers of mail surveys in ascertainment proceedings. *JB* 16 (Fall), 431-40.
- Sisk, Alvin J. and Frank P. Geiger. Advertisement size and the relationship between product usage and advertising exposure. *JMR* 9 (February), 22.
- Simpson, Mary K. notes of a low-budget feature film director. *JUEA* 24:1.2, 28-31.
- Simey, P. Adams. The idea of morphology. *FC* 53:54-55 (Spring), 1-25.
- Skizypek, Stanislaw. The profession of journalism in Poland: a profile. *JQ* 49 (Spring), 123-8.
- Slawson, John. How funny can bigotry be? *EBR* 6 (April), 79-82.
- Slump in advertising and broadcasting. *Oriental Economist* (February), 30-33.
- Smith, David M. Some uses of mass media by 11 year olds. *JB* 16 (Winter), 37-50.
- Smith, Earl P. The effects of a filmstrip tape program on teachers' attitudes toward behaviorally stated objectives. *AVCR* 20 (Winter), 443-57.
- Smith, Jasper K. The press and elite values in Ghana, 1962-70. *JQ* 49 (Winter), 679-83.
- Smith, John M. Conservative individualism: a selection of English Hitchcock. *Screen* 13 (Autumn), 51-70.
- Squire, Austin, David H. B. Bednall and Lyndall M. Sullivan. Relationship between liking and watching TV programs. *JQ* 49 (Winter), 750-1.
- Solow, Sidney P. Introducing the fully automated blow-up printer. *JUEA* 24:1.2, 20-4.
- St. John, Jeffery. The fragmentation of freedom: the danger it poses to the American mass media. *VS* 38 (August), 618-20.
- Stanton, Frank. Counter advertising: The viability of broadcasting. *VS* 38 (June 15), 526-8.
- Stein, Robert. The excesses of checkbook journalism. *CJR* 11 (September-October), 42-8.
- Stimule, Thomas N. Press, radio, television: complementary competition between the mass media. *G* 18:3, 166-78.
- Stenholm, Katherine. Feature production at Bob Jones University. *JUEA* 24:1, 11-13.
- Stephens, Lowndes F. Media exposure and modernization among the Appalachian poor. *JQ* 49 (Summer), 247-57, 262.
- Stevens, George, Jr. About the American Film Institute. *FQ* 15 (Winter), 36-41.
- Stevens, John D. A black correspondent covers the Ethiopian War, 1935-36. *JQ* 49 (Summer), 449-51.
- Schub, Dieter. Television in the 1970's: analysis, predictions, aims. *EBU* 23 (March), 33-6.
- Summers, John O. Media exposure patterns of consumer innovators. *JMktg* 36 (January), 43-9.
- Sunder, Ajay. Journalism teaching in Delhi. *Vidua* 9 (February), 19-21.
- Surlin, Stuart H. Ascertainment of community needs by black-oriented radio stations. *JB* 16 (Fall), 421-30.
- . Black-oriented radio: programming to a perceived audience. *JB* 16 (Summer), 289-98.
- Tassex, Elizabeth. Grierson on documentary: the last interview. *FQ* 16 (Fall), 24-30.
- Swarthout, Miles. Patrick O'Neill interview. 1971. *FC* 53:54-55 (Spring), 126-33.
- Swift, Richard F. Judicial review of FCC decisions: 1970-1971. *FCBJ* 15:1, 66-8.
- Tamura, Minoru. Leisure of the Japanese: present and future. *SB* 8 (March), 27-47.
- Tankard, James W., Jr. Public opinion polling by newspapers in the presidential election campaign of 1824. *JQ* 49 (Summer), 361-5.
- Taylor, Henry. Poetic of the movies: a panel of experts on 'Blind Alley' discuss the influence of the cinema on modern poets. *FJ* 1 (Fall-Winter), 36-49.
- Taylor, Robert C. and R. D. Peterson. A textbook model of ad creation. *JAR* 12 (February), 45-41.
- Teser, Abraham, Sidney Rosen and Thomas R. Batchelor. On the reluctance to communicate bad news (the mum effect): a role play extension. *Journal of Personality* 40 (March), 88-103.
- Thomas, Denis. The relevance of Ralph Nader. *AQ* 30 (Winter), 12-45.
- Thomas, Jack. Did Boston's 'Herald Traveler' have to fail? *CJR* 11 (July-August), 41-4.
- Thompson, Gordon B. The environment, society, and communications: three dimensions. *VS* 38 (June 1), 503-07.
- Thompson, Richard. Introduction: the Metz is coming. *Cinema* 7 (Spring), 38-42.
- Thomson, Joan S. Effects of attack and commitment on belief and stress. *JQ* 49 (Autumn), 437-45, 459.
- Thorne, Barrie. License collection and means of combatting evasion. *EBU* 23 (July), 20-5.
- Thorp, Bruce E. FCC rules prompt CATV growth and search for long-term Federal policy. *National Journal* (July 15), 1169-8.
- Tickton, Sidney G. Instructional technology in the developing world. *EBR* 6 (April), 97-104.
- Tickton, Stanley D. Communication and credibility of broadcast programmes. *EBU* 23 (May), 28-30.
- Diemann, Philip W. Standards for educational equipment: evaluation and validation considerations. *EBR* 6 (October), 350-7.

- Loogood, Alex F. Politics and the Canadian Broadcasting Corporation. *QJS* 58 (April), 181-90.
- Looney, Daniel W. Section 399: the Constitution giveth and Congress taketh away. *EBR* 6 (February), 31-7.
- Traves, Edward J. News/Feature services by circulation group use. *JQ* 49 (Spring), 133-6.
- . Newsroom manning levels for daily newspapers over 10,000 circulation. *JQ* 49 (Autumn), 579-82.
- Treasure, John. Advertising expenditure—1971-1976. *AQ* 30 (Winter), 44-53.
- Trethowan, Ian. Radio in the television age. *EBU* 23 (November), 14-16.
- Tudor, Andrew. The many mythologies of realism. *Screen* 13 (Spring), 27-35.
- Ugboajah, Frank Okwu. Traditional-urban media model: stocktaking for African development. *G* 18:2, 76-95.
- Van De Bogart, Erik R. North of the Namaskag: a viewer-active television project. *EB* 5 (November-December), 23-8.
- Van Tubergen, G. Norman and Karen E. Friedland. Preference patterns for comic strips among teenagers. *JQ* 49 (Winter), 745-50.
- Vanden Heuvel, William J. The press and prisons. *CJR* 11 (May-June), 35-40.
- Viehover, Joseph. Violence on television: some observations in a subject of public debate. *EBU* 23 (May), 14-15.
- Vilanilam, John V. Foreign news in two U.S. newspapers and Indian newspapers during selected periods. *G* 18: 2, 96-108.
- Volner, Ian D. The games consumers play: 'Giveaway' and the law—A conflict of policies. *FCBJ* 15:2, 121-43.
- Wade, Serena E. A California pre-election telephone poll. *JQ* 49 (Spring), 129-33.
- Wagner, Egon. Report from the Federal Republic of Germany. *EBU* 23 (November), 55-9.
- Wagner, Robert W. The education of the film maker for tomorrow's cinema. *JUEA* 24: 3, 43-7.
- . The feature film: a university investment. *JUEA* 24:1-2, 3.
- . Film in education—Thomas Edison to protean people. *JUEA*, 24: 4, 92-100, 115.
- Wangermee, Robert. The evolution of radio between 1968 and 1971. *EBU* 23 (July), 10-19.
- . Towards modern management in broadcasting. *EBU* 23 (November), 30-8.
- Ward, Scott. Children's reactions to commercials. *JAR* 12 (April), 37-45.
- Watson, Blair. The 26th annual UFA conference: a summary. *JUEA*, 24:4, 101-03.
- Watson, Roy. Putting safety on the road. *AQ* 32 (Summer), 25-7.
- Webbink, Douglas W. The budget priorities of the Federal Communications Commission: a note. *FCBJ*, 15:1, 53-65.
- Weinstein, Ulrich. Professor Unrat and the Blue Angel: translations and adaptations of Heinrich Mann's novel in two media. *FJ* 1 (Fall-Winter), 53-61.
- Werner, Anita. A comparison of methods of measuring TV viewing time. *JQ* 49 (Spring), 136-40.
- White, Graham. Rural broadcasting in Australia. *EBU* 23 (May), 19-24.
- Whiting, Gordon C. and J. David Stanfield. Mass media use and opportunity structure in rural Brazil. *POQ* 36 (Spring), 56-68.
- Whitley, Oliver J. Continuing traditions of the BBC. *EBU* 23 (November), 23-5.
- Willemen, Paul. On realism in the cinema. *Screen* 13 (Spring), 37-44.
- . Towards an analysis of the Sirkian System. *Screen* 13 (Winter), 128-34.
- Williams, Frederick and Diana S. Natalicio. Evaluating 'Carrascalendas': a television series for Mexican-American children. *JB* 16 (Summer), 299-310.
- Williams, Gary. Film study at Rochester Institute of Technology. *JUEA* 24:3, 69-74.
- Wilson, Robert C. Communications: the case for a national priority. *VS* 38 (August 1), 638-40.
- Witcover, Jules. How we missed the McGovern phenomenon. *CJR* 11 (September-October), 38-41.
- . Washington's uncovered power centers. *CJR* 10 (March-April), 14-19.
- . William Loeb and the New Hampshire primary: a question of ethics. *CJR* 11 (May-June), 14-27.
- Witherspoon, John P. CPB—A personal perspective. *EBR* 6 (December), 381-3.
- Witt, William. Multivariate analysis of news flow in a conservation issue. *JQ* 49 (Spring), 91-7.
- Wolff, Lothar. Reminiscences of an itinerant filmmaker. *JUEA*, 24:4, 83-91.
- Wong, Kai and Kenneth Starck. Red China's external propaganda during Sino-U.S. rapprochement. *JQ* 49 (Winter), 674-8.
- Wood, Robert D. Why re-runs? *TVQ* 10 (Fall), 68-72.
- Wurtzel, Alan H. and Joseph R. Dominick. Evaluation of television drama: interaction of acting styles and shot selection. *JB* 16 (Winter), 103-10.

- Yang, Shou-jung. Use of discriminant analysis to identify unknown author. *JQ* 49 (Winter), 757-9.
- Young, Lawrence. Estimating radio reach. *JAR* 12 (October), 37-41.
- Zeman, Marvin. The serene poet of Japanese cinema: the Zen artistry of Yasujiro Ozu. *FJ* 1 (Fall-Winter), 62-73.
- Zender, Bryce F. The automated little red schoolhouse. *AVCR* 20 (Fall), 253-70.
- Zuckerman, Harriet. Interviewing an ultra-elite. *POQ* 36 (Summer), 159-75.

SPECIAL ISSUES

- The cable fable. *Yale Review of Law and Social Action*, 2 (Spring), 191-297.
- The 'Caldwell' decision. *CJR* (A special supplement) 11 (September-October), 1-12.
- CBS and Congress: 'The Selling of the Pentagon' papers (Special Issue of Educational Broadcasting Review), 5 (Winter), 144 pp.
- The communication explosion. *Arts in Society* (A special issue) 9 (Summer-Fall).
- Design for television. *EBU* (Supplement, 72), 52 pp.
- Media and the First Amendment in a free society. *The Georgetown Law Journal* (A special issue) 60 (March), 867-1099.
- The new press critics. *CJR* 10 (March-April), 27-38.
- The new press critics. *CJR* (A special supplement) 11 (November-December), 29-40.
- Non-verbal communication. (A special issue) *JC* 22 (December), 338-476.
- Television. Performance (A special issue) 3 (July-August).
- Videotape and film. *American Cinematographer* (A special issue) (October).

ERIC BASIC BIBLIOGRAPHIES

Film History	<i>Daniel J. Callahan</i>
Non-Print Media	<i>Alvin Abelack</i>
Nonverbal Communication	<i>Ralph R. Smith</i>
Scenic Painting	<i>Rhett Bryson, Jr.</i>
Introduction to Broadcasting	<i>Helen F. Kirshblum</i>

Now available without charge from

Speech Communication Module
ERIC Clearinghouse on Reading and Communication Skills
SPEECH COMMUNICATION ASSOCIATION
Statler Hilton Hotel
New York, New York 10001

*Reporting the increasing flow of
mass communication publications:*

MASS MEDIA BOOKNOTES

- a concise monthly report on new books in broadcasting, film, journalism, international media, photography, magazines, comics, cable television, among others.
- each issue has 10-14 pages and covers 30-40 new titles.
- special issues are devoted to books on film (December) and media-related U.S. government publications (August)
- each issue is self-indexed with a front page listing of contents.

Annual Subscription: \$3.50
(\$4.50 outside of the United States)

For subscriptions or more information write to:

CHRISTOPHER H. STERLING
Mass Media Booknotes
Department of Radio-TV-Film
Temple University
Philadelphia, Pennsylvania 19122